

Building  
Capability

TRAINING

Create

Value The  
Difference

Capture

Communicate

COACHING

Delivering  
Results

CONSULTANCY

 **Salestrong**

**Worldpay Corporate Sales Transformation**  
**“Creating a market leading sales force”**

# £2million increased sales within 1 year and innovation across the entire sales process.

## Steve Moore National Sales Director

*"Inspirational training which gives every seller the tools to increase their own sales and increase their own commission"*

## Michael Millard Regional Director

*"The sales training delivered to the Worldpay sales force has been excellent. This has resulted in a complete shift in focus, away from talking about themselves and Worldpay towards truly understanding the customer needs."*

## Rebecca Smit Corporate Account Director

*"As a result of Salestrong's guidance and structure, I ended up winning business against a competitor in a tricky Account. I would definitely recommend Salestrong and feel I have improved on some techniques as a result of the wider course. All of the Salestrong team provide a safe environment to work within enabling for better results"*

## | Business Challenge

After divesting from RBS, Worldpay faced a commercial challenge of transforming from a reactive sales approach to a target driven proactive one.

Introducing Sales people from outside of a banking culture resulted in a mix of different sales cultures and methods. Some of the key challenges the leadership were presented with included:

- Sales and relationship management methodologies varied greatly.
- Personnel didn't perceive themselves as Sales people.
- Lack of cohesion between sales method and related systems.
- A tactical approach to the entire sales process with no strategic thinking.

## | Bespoke Solution

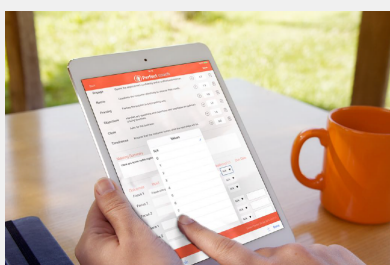
Worldpay made the decision to transform its Corporate Sales Team and create the best sales force in the industry. Worldpay wanted to develop a high performing, accountable and proactive sales culture.

Salestrong were chosen by Worldpay to create something innovative and bespoke. From the start, a clear 5 step process was used to transform their Corporate Sales team:

- **Define** and prioritise the issues that Worldpay faced.
- **Design** a bespoke sales and relationship management methodology around their needs and the market.
- **Deliver** the solution in a way that minimised downtime for the team.
- **Drive** high performance through management, coaching and support resources.
- **Determine** the impact through clear measures

## Why use Sales Technology?

Technology's adoption into the sales process has increased significantly in the last few years. eCRM strategies, particularly, have introduced a more 'data driven' approach to selling.



Salestrong offer tailor-made technology as part of our Consultancy services to help measure performance and meet key objectives both during and after a programme has concluded.

## I Results and Outcomes

Worldpay and Salestrong partnered to create a shift in behaviours and a standard process that has increased sales team effectiveness through team collaboration.

2 key changes in behaviour were noted:

- **Sales Managers** have improved their own coaching skills and can see the value in spending more time coaching their teams.
- **Sales Professionals** within the teams are now proactively targeting and closing new business and cross selling sales opportunities that has been directly attributed to the sales transformation work carried out by Salestrong.

As a global leader in payments processing technology and solutions; Worldpay were looking for a return on their investment which was a key factor in choosing Salestrong.

**Within year 1 they saw £2million in increased and retained sales and those results have continued to increase since its inception.**

## Salestrong

### I About Salestrong

Salestrong is a sales performance consultancy partnering with some of the world's largest companies.

Our clients choose us to help build capability and deliver results through a blend of Training, Coaching and Consulting expertise.

Our clients trust us for 3 key reasons:

- We design and deliver bespoke programmes to achieve your goals.
- We invest time to understand their business, challenges and strategy.
- We guarantee a return on their investment.

**Sales Performance. Guaranteed.**



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