

Case Study: Increasing Sales Performance

Company: Insurance Industry

Focus: Improved Sales Skills and Increased Sales Performance

The Challenge

A medium sized insurance company was trying to increase sales in its life insurance telemarketing unit. The VP of sales believed that *“the new team leader is phenomenal. Her energy and incentives have made an impact and the team was excited so the initial phase was a success. Now the sales are winding down again. The sales reps in this unit are relatively young though and I suppose that after a while the bells and whistles get old. She needs to find a way to excite them about calling customers from within.”* The client specifically defined criteria for success as doubling the sales of life insurance in the telemarketing unit and sustaining an increased sales rate for at least 6 months.

The Solution

KCI’s Solution Assessment™ identified the correct Key Strategies (highly effective emotional and cognitive response patterns) needed to achieve desired results as defined by the company’s Executive VP and VP of sales.

Team members participated in a series of meetings facilitated by their team leader and a certified KCI consultant. This enabled the team leader to learn how to sustain the needed emotional and intellectual infrastructure that diminished resistance to adopting new effective sales skills.

The Results

The telemarketing team invested approximately two hours a week for 5 weeks, in a process that seamlessly integrated the effort into their work week.

The new Key Strategies to remove resistance were combined with specific skills and behaviors tailored to improve sales results. Initial improved desired results were observed within 5 weeks with results peaking at 12 weeks. The improved skills and increased sales results were sustained beyond the goal period.

“This process is fun! The team was really enjoying the stories and case studies we shared and suddenly, without noticing it, they have also developed better sales skills.”