

An assignment for an accountant company where the partners and the management had the task to acquire new clients and they hated that part of the job. So much that the new talent that newly left the university they hired was the one who should acquire new clients and failed very well.

After a dialogue with the CEO, we agreed doing this was not fair and killing their Motivation to do a good Job. Instead, the people who should do the Job was the experienced partners and Managers in the company.

It is also so that it takes only 8 weeks until a new employee is starting to get the same issues to sell as the management in the company and that make this even worse. The only visit the partners and managers did was calling and visit clients and prospect when they called and asked for a meeting.

We started the process with coaching the manager first to find out what issues he had with the program and what he needed to handle. It changed his way of leading the company in many ways and now he was ready to go.

First the partners into the process and then the top managers who also had the responsibility to acquire clients. The process testing them with the SPQ GOLD/FSA and after that a two-day workshop about Sales Call Reluctance and it's importance and how to reduce it. After those 4 coaching meetings individually.

The first comment was you can't do us to salespeople and my answer was "I do understand that, and I will not do that. I just want you stay in your profession and starting to like meeting people to tell them what you can help them with and like doing that.

Result we got an average of 3 purely new prospect meetings per person a week during the coaching period. They doubled the turnover that year and when I left that country they hired a psychologist half time that I accredited in how to handle Sales Call Reluctance to keep the good change going on.

Even for consultants' whatever profession they are activity used to meet potential new clients can change a whole company's turnover drastically. Most consultant have a great knowledge in their profession they just need to tell prospects and clients to know that so they can be chosen. If they also are doing a good need analysis and after that present a good solution they will sell even more.