

Name: Adam Davison

Job title: Marketing & Sales Director

Company name: Cloud Distribution

Industry: Technology Distributor

Website: cloud-distribution.com



Cloud Distribution are a distributor of next generation security and networking solutions and have spent their time since formation building their vendor partner portfolio and identifying new vendors that need a little extra help to get noticed in the UK. This, coupled with the introduction of a range of pre-packaged services which have accelerated partners' go-to-market strategies has fuelled Cloud Distribution's 300% revenue growth in 2013.

To continue to grow and make market for their Vendors, Cloud Distribution identified the need for a recruitment and training partner to offer an end to end service for sales staff selection plus skills based and workplace sales training that will result in an acknowledged qualification. This is one key strand to the overall strategy seen as the way to deliver profitable growth over the coming years

The Challenge

When you're working with vendors who deliver leading edge security and networking solutions, but in some cases are relatively unknown in a market, it pays to take the skills of your sales team seriously. Sound product knowledge and honed sales skills are an absolute requirement with a high importance placed on "home grown" skills and knowledge. The difficulty is having enough of the right resource required to train and manage a sales team in a small, but fast growing organisation.

Cloud Distribution needed to add an internal team built from the ground up. They needed to ensure each individual was selected, fully developed in the art of telephone sales, able to attain a recognised sales qualification and most importantly, able to have senior level conversations about vendor partner technologies to secure sales appointments.

The Solution

Cloud Distribution approached ExecutivePoint to recruit, train and enable their Business Development Representatives (BDR's) to generate end user sales leads for their portfolio of vendors as part of their Altitude programme, and also to attain a recognised industry sales qualification. The service delivered by ExecutivePoint draws on their vast experience in the technology marketplace and their accreditation levels in the field of training.

The package of recruitment and training services for Cloud Distribution includes:

Recruitment

- Advertising and assessment of potential candidates
- Open Day Interviews at Cloud Distribution's offices
- Creation of shortlist for one on one interviews
- Conducting interviews
- Management of offer process

Skills Based Training Course

- Key call structures for effective outbound calling
- Common pitfalls and measures to overcome these
- Effective profiling, pitching and techniques to improve these
- Data mining, company/individual profiling techniques, scripting
- Identifying USPs, competitor analysis, handling common objections
- Purchase indicators and closing techniques
- New sales executives are trained in all admin aspects to support the lead generation process

Workplace Skills – Work Experience

- Daily routine and structure
- Intensive calling hours to increase contact rates
- Number of dials achieved and maintained
- Technology training
- Securing and maintaining meetings including scheduling and rescheduling techniques

Support Package

- Mentor service
- Ongoing refresher training

The Results

As a requirement of the Training each candidate produced 5 appointments each during the work experience phase which equates to a real cost saving on the total cost of training. In the case of Cloud Distribution's team they went on to develop 68 appointments within 2 months which equates to a return on investment of 186%.

We can now report, 6 months into their employment, they have secured approximately 200 appointments resulting in deals that have already been won and a 680% ROI on the cost of the training based on visible pipeline, not to mention the direct revenue generated from these opportunities.

Each candidate has achieved the ISMM qualification as part of their training.

Speaking from their Headquarters in Reading, Adam Davison, Director of Product Development at Cloud Distribution said "ExecutivePoint has far exceeded our expectations with their training solution delivery. They have used some very innovative approaches and are diligent about measuring ROI. They have delivered exactly what they said they would, on time and within budget, with agents delivering results from the minute they joined us at our site"