



Improving Business Development Performance

## Case Study - Culture

A Midwestern consulting firm comprised of highly accomplished professionals in each of their technical disciplines was in need of a common sales approach. Because of their depth of experience, the professionals had been exposed to different sales methodologies and processes at different points in their career. This made it difficult for them to team on opportunities, coach each other, and even monitor progress. The CEO and Business Development Manager worked with the SalesGame team to develop an approach that would help the team members start with a blank page and “adopt a new playbook”. The desired results – a much more cohesive approach and business development culture that would yield a stronger, richer pipeline for the organization.

The SalesGame team worked with the full consulting group over a period of the next twelve months through a combination of three workshops, team coaching, individual coaching, and intentional practice. The workshops focused on introducing the team to the common process, vocabulary, and fundamentals. Bi-monthly individual coaching sessions were used to bridge past experiences to current learnings, explore individual pipelines by practice, and target specific development areas. Quarterly team meetings were used to plan key opportunities and conduct “post-mortems” to identify lessons learned. Internally, the business development manager worked with team members to track leads according to the new process and proactively plan all business development meetings to intentionally practice the skills.

In a year’s time, the team had embraced the SalesGame process and were disciplined in planning each opportunity. The team’s pipeline included more and higher quality leads, and the team had experienced increased sales over the prior fiscal year. Beyond the hard dollar results, the team regularly coached each other on moving opportunities through the pipeline and was united in following a common sales process, establishing a true culture shift. Through the buy-in of the CEO and ongoing support by the internal business development manager, the team continues to build on this strong foundation and our periodic check-ins have found them still playing the game and winning!