



An international accounting firm's practice in a European country wanted to develop a bigger share of the local market. They had traditionally been known for their work serving multinational companies both headquartered in their country and those with operations in their national boundaries. Regardless of the perception of the "external" market, the firm had substantial experience serving local entrepreneurs and family owned businesses. However, they had never developed a team to pursue this growing and desirable market segment. Larry White worked with the firm's Chief Marketing Officer and leadership to develop a comprehensive program aimed at creating a country wide effort with "local market teams" in each office.

Approximately twenty partners and senior managers from eight offices who had relevant experience, leadership ability and willingness to participate were selected to be part of a two day "kick-off" workshop. The workshop was held at a remote location and included both "in classroom" training and team building functions to facilitate interoffice cooperation. Participants learned SalesGame fundamentals and best practices for leading a business development team so they could create a sustainable effort to pursue the local market in each of their offices. Over the next year, several conference calls and two additional one day workshops allowed these professionals to share their experiences and refine and expand on the core skills covered in the foundational session. Additional professionals who were part of "local market" office teams were invited to attend the foundational workshop.

In a two and half year period, three major results were achieved consistent with the firm's overall objectives for the initiative. First, more than 60 partners and senior managers were meeting on an ongoing basis to pursue an ever expanding list of opportunities both with prospects and clients that were identified as part of the local market. Second, inter-office cooperation to both pursue and deliver services to this market segment improved dramatically. Third, the firm's image and market share among local businesses improved significantly.