

Case Study – Profile and Assessment of a Senior Sales Force



■ Background

A worldwide telco set themselves the ambitious goal of doubling revenue generated over two years. Faced with the continuing challenges of the communications market and the growth of international competition, senior management knew that aggressive growth was essential. With a well defined proposition and strong product, the key factor for success was the efficiency of sales management and the impact of the sales teams as they attacked the market.

Cordoba was engaged to deliver a programme of sales capability development with the most experienced sales resource.

■ As a result we:

- Supported sales leaders in identifying skills, strengths and behaviours required
- Generated the ideal sales profile, using the skills of an occupational psychologist
- Assessed the existing sales teams to identify strengths and development needs
- Made sure they were bought in to the process
- Transferred skills and knowledge to an internal assessor



■ Outcomes

We ran 21 assessment centres for over 70 people, on time and on budget.

- The sales capability has been significantly improved across the force
- Competencies were raised so that the teams delivered immediate results
- A formula for successful sales recruitment, management and development has been created and put in place
- A trained group of internal assessors is in place to make sure the improvement is sustained

