

## Xcellerator™ Improves Sales Coaching in Major Financial Services Organization

### Business Issue

The challenge was to change the orientation of business bankers in a large financial services company from a strictly service to a sales mentality. As part of this initiative, intensive individualized sales coaching was provided to upper-level managers by a top sales consulting firm. The goal was to raise the level of sales coaching in general and improve distance coaching in this matrixed organization specifically. The desired result was increased sales and revenue.



Several major concerns needed to be addressed to ensure the success of the sales coaching intervention. One concern was that sales managers had to determine what to measure and wade through thick paper reports to find the performance data they needed to manage their business bankers. Another concern was implementing the new sales coaching principles throughout the organization down to the business banker level. A final concern was maintaining sales performance after the external sales coaches left.

### Solution

The Xcellerator, an online business monitoring and performance improvement tool. It is based on 4ROI's proven performance improvement model.

Sales managers are given an easy-to-read dashboard so they can see at a glance the critical performance metrics for each salesperson. Assessments, coaching tips and action planning tools further facilitate identifying, making and implementing high impact decisions to improve sales performance. It also includes a successful automated coaching process called e-Coach™.

To ensure managers had the right information at their fingertips, the critical few performance measures that lead to improved sales performance in their organization were identified in consultation with the client organization.

Xcellerator allowed management to implement key one-on-one sales coaching strategies that were extremely successful at the upper management level in a less labor intensive way with the rest of the organization. Furthermore, Xcellerator provided an easy way for sales managers housed at a distance from their business bankers to monitor sales activities and provide coaching to keep performance on track.

### Outcomes

The external sales coaches increased sales revenue markedly by up to 200%. In interventions without follow-up, typically performance returns to original levels within 3 months. Xcellerator provided user-friendly, focused tools that cost-effectively promoted ongoing follow-up to the high

## Success Story

impact coaching intervention that was implemented. With the Xcellerator as reinforcement, approximately 50% of the performance gain was sustained. Overall, Xcellerator reinforced and enhanced the sales coaching and sales effectiveness intervention. It monitors and guides client execution and business performance on an ongoing basis. In short, it increases client results, proves effectiveness and justifies expenditures.

“Xcellerator captures the essence of high impact coaching and maintains its positive influence on performance on an ongoing basis.”