



Our Clients
are our best advertising...



Improving Sales Effectiveness

New hire Sales Directors are faced with multiple challenges from their first day; not least the performance of the sales function and robustness of the pipeline, something that is often shrouded in secrecy and misinformation. To make an immediate sales impact and retain the support of their sponsors, they need to quickly understand and address any issues in this area head on!

See what your industry peers have to say about Get To Great®. The following successful outcomes are just a few examples of what can be achieved through the use of the Get to Great® Sales Effectiveness model.

Client: Adobe UK
Industry: IT Services

“ *In my new role at Adobe, it was critical that I quickly understood what worked, what didn't and what I had to do to fix it. We quickly reached a consensus (using Get to Great®) on where we were, where we aspired to be and how to get there. A powerful tool.* **”**

Trevor Ward, Sales Director, Adobe UK

Trevor Ward joined Adobe UK as Sales Director in January 2007 from Microsoft, and knew immediately that he needed to understand and address possible issues in the sales function, including capability, morale, process and most importantly, results.

Trevor had worked with Get to Great® previously when he worked for Microsoft and in his new role at Adobe UK asked us to help. We facilitated a gap analysis session with Trevor's team, including Trevor himself, and his EMEA boss Craig Tegal, using the Get to Great® Sales Effectiveness benchmarking model.

Delivering Sales Performance Improvement

As a result of these findings, Trevor instigated an internal change programme, with support from Get to Great®, and as a result, sales performance for the next two years was the best for nearly a decade.

Client: Pitney Bowes Software (then MapInfo)
Industry: IT Solutions

In the mid-00's, MapInfo went through a process of merger and acquisition that resulted in numerous software businesses becoming the business that is Pitney Bowes Software today. As you would expect, this created many challenges.

“ *When one of my business units was having sales performance issues I asked Chris Whyatt (Get to Great® Founder) to take an independent look at what was wrong and what needed to be done to fix it. Having used Chris's model before in this capacity, I knew it would deliver, but what I got back far exceeded my already high expectations. Using the Get to Great Sales Effectiveness model, Chris was able to facilitate the business unit in diagnosing their own problems and to prescribe their own cure.*

The way Get to Great® presents all the relevant information on one page is very powerful and compelling, and I was duly able to act on the findings and recommendations with immediate effect. The business unit was quickly turned around and soon became our best performing team. We then used the Get to Great® approach across our whole business with great effect. I would recommend Get to Great® to anyone in the same situation. **”**

John O'Hara, President, Pitney Bowes Software

Client: Lexmark UK
Industry: IT Solutions

Chris Baker joined Lexmark as UK & Ireland Sales Director in late 2008 from Microsoft. Sales performance had been flat for several years, and Chris wanted to revitalise the sales team to improve the quality and consistency of sales execution. We facilitated a one day gap analysis workshop, using the Get to Great® Sales Performance Improvement model.

The morning session resulted in a quantified view of the organisations current performance enabling the performance gaps to be clearly identified and prioritised through a traffic lights scorecard. In the afternoon, the team defined a comprehensive set of action plans to close the gaps identified. Lexmark instigated a three month internal sales transformation programme, with external support to help improve their negotiation skills. Get To Great® repeated the gap analysis workshop at the end of this programme, where considerable improvements were identified.

“ The Get to Great™ workshop was very powerful, providing a framework for open, honest communication across a diverse group of over 20 sales people. It exposed issues in a constructive, ‘no blame’ environment, and enabled us to agree actions to address them quickly and effectively. Following our Get to Great™ workshop, my sales organisation delivered their best results and highest growth for six years, which is testament to the power of Get to Great™. Highly recommended. ”

Chris Baker, UK & Ireland Sales Director, Lexmark UK

Get to Great® Explained

Get to Great® is a proven, effective way of enabling your team to identify gaps quickly and objectively, then agree actions to close them, in order to drive improved performance.

Traditional consultancy is often perceived by organisations as protracted, prescriptive, narrow, expensive, and worst of all, self-serving.

Get to Great® is immediate, objective, collaborative and cost effective.

You control the process and the outcomes, not us.

You and your colleagues will agree the key issues quickly, clearly seeing the gaps between where you are and where you need to be ... and agree what to do next ... knowing you're all supporting each other towards common goals.

The result? Better performance, revenue and profit.

As co-developer of the Winning and Retaining Customers and Marketing Effectiveness models, XLR8 Marketing is the leading Get To Great® delivery partner bringing Sales and Marketing domain expertise to enable enterprise clients to transform their sales function and deliver improved sales performance.

If you recognise your own organisation from the stories above, please contact us at enquiry@xlr8marketing.co.uk or call +44(0) 0845 543 8067