

Salegro Sales Success

“Chris Davidson helped me prepare a critical presentation to the European sales force of one of our key clients. As a result of that presentation we’ve conducted more than 250,000 Euro worth of sales training.”

Heiko van Eckert, Managing Director

Challenge

Salegro is a sales training and consulting company, based in Germany. Their managing director, Heiko van Eckert, faced the challenge of presenting to the entire European sales force of one of their key clients. His objective was to convince the client to adopt a new, unified sales process across all their European subsidiaries. There were several challenges to be overcome. As the only common language was English, Heiko would not be presenting in his native language and therefore might not be quite as fluent as normal. The same issue existed for the audience, many of whom would not be listening in their native language and therefore might not fully grasp all Heiko’s new concepts. Traditionally, the client managed all their European companies as different entities and there was no existing practice of shared processes and little understanding of the benefits such an approach could bring.



Action

This was such an important presentation that it demanded a fully customised approach. The client was an engineering company that manufactured complex filtration equipment. Chris and Heiko worked together to create a presentation which likened the new, seven-stage sales process to a seven-stage filtration process, an easy concept for the audience to comprehend. Chris suggested building a full-size mock-up of an imaginary seven-stage filter and that Heiko take it on stage with him. It was made to look exactly like the real filters the company manufactured.

Result

The ‘seven-stage sales filter’ was a big success. The audience immediately saw the sense behind Heiko’s new sales processes and the prop helped overcome any language barriers. Heiko was applauded by the client’s senior management for “speaking their language”. As a result of the presentation Salegro were awarded the contract to implement the new sales processes on a pan-European basis – a contract worth 250,000 Euro.

Contact Chris Davidson today and find out how he can help you:

+44 (0)151 625 4655
info@activepresence.co.uk
