



The Challenge

Sustainable & high standard of sales performance

BT Business wanted to ensure that all of its salespeople were of a similar, high standard of ability. To achieve this it would be necessary to understand what the requirements for each role were and how they would help individuals to reach them. By clearly defining the standard for every role, BT Business hoped to create a new process of assessment and development that would encourage their people to embrace behavioural change and sustainably improve performance through the entire talent life cycle.

The Results

- **The prospect pipeline increased by £100 million**
- **Year on year bookings doubled to reach £10 million, making the 'best ever bookings for that month in their history'**
- **£4 million customer wins were attributed to the programme**
- **Consistency and clarity was achieved, and a more structured approach to development implemented**
- **Improvements were sustained and continued over time**

"Silent Edge's end-to-end objective assessment technology and training, has given us a common language, consistent methodology and a coaching culture, which is working and accruing benefits, as it becomes the way we work right across the team. Our results in the last financial year have been the best for more than five years."

Director Corporate Sales and ICT solutions, BT Business