



The Challenge

Full end-to-end telesales & sales management performance enhancement

To achieve a targeted revenue increase of 10%, CCS Media needed to develop and improve the abilities of its entire sales force, in particular desk-based sellers. Silent Edge was called in to help assess the current abilities of the sales force and provide development that would address the needs of each person. It was important to ensure that changes would last, which meant that a sustainable culture of support and development would need to be created. To make this happen managers would need both a stronger sense of direction and a good understanding of how to coach their people.

The Results

- The programme has already contributed towards a 21% improvement in revenues; over double the target
- Delegates have participated actively in the weekly competition that has been run for the 'Best Value Proposition of the week'
- Managers are more focused and aligned in how they manage their people, promoting a culture of sustainable and positive change in CCS Media

"Silent Edge is the best thing we have ever done in CCS. They have transformed our sales management capability – especially the sales director who was a real doubter at the start – as well as the capability of the sales team. If you are serious about developing the whole end-to-end solution for your sales force then you should be using Silent Edge without hesitation."

Managing Director, CCS Media
