



The Challenge

Improve consultant productivity across the organisation

The aim was to develop Reed's existing training programme, improving the abilities of its consultants in order to increase sales and conversion ratios. The company wanted a tool that would integrate with in-house processes, enabling it to develop its people to a consistently high level and address a mismatch in the performance of its branches. Specific goals were ambitious and included increasing the number of calls and visits being made with clients, improving the net income and productivity of each consultant, and equipping consultants with the tools to achieve results in a competitive, pressured environment.

The Results

- Within 12 months the programme delivered 900% ROI
- Delivered 8% growth in the targeted region
- The targeted group showed a 5.7% increase in revenue, compared with 0.2% in the rest of the organisation

"Silent Edge's evaluation tool has helped us transform our sales training within Reed Specialist Recruitment. Improvements coming from this programme have helped us grow revenue. Our managers have learnt how to manage the sales process better and coach their consultants more effectively."

HR & Training Director, Reed Specialist Recruitment