



## **“Cross-selling is now in our DNA” – Asset Manager Case Study**

A major asset management company wanted to increase their success rate of winning new business with the systems to support the changes. Powerhouse initially worked with the sales and training directors to tailor an opportunity planner for complex, big ticket sales. This is now embedded within their CRM system and also highlights existing clients that may be about to move their funds.

We next designed a series of training programmes to develop the skills and competence to use the planner effectively for both sales and some service people in London and Boston.

Based on the success of this work we were then asked to help develop a key account management process and skills. The purpose was to improve gross and net growth by increasing retention and cross-selling.

Working closely with the Director we tailored a key account management planner and the process to support it that is now embedded within their global business.

The key to the take-up of any new way of working is gaining the commitment of the people applying it. So we designed a training programme that enabled participants to work with their own key accounts and use the planner to start driving out new opportunities and highlight potential problems.

Introducing key account management ultimately means people having a different kind of conversation with their clients that opens up new opportunities. To ensure participants would be confident and effective back in their client's offices we developed case studies that would simulate these conversations.

Although very experienced we found many of the participants struggled to apply consultative, open questions. Once people realise they are not as consultative as they may have thought they become very open to training and practice. The simulations were a critical element of the programme to shift mindsets toward a more client focused approach. We led programmes in London, Hong Kong and Boston.

**Six months following the programme the Sales Director told us the gross and net sales targets had been beaten mainly because of the increase in cross-selling and that “cross-selling is now in our DNA”**

We have now been asked to help in building a global account management programme. The company knows that we will help develop the right programme for them and save them making the same mistakes as many of their competitors.

Powerhouse Partnership, A referral based company, helps sales people and professionals win new business and increase organic revenue growth. Powerhouse partners design and lead sales and marketing transformation programmes that focus on how clients buy rather than how a company sells.