

Plotting a Course for SUSTAINABLE Growth



Continuous Improvement and Innovation in Sales Execution Provide Long-Term Impact

Building on Past Success

As a profitable integrated circuits manufacturer, we know that continuous improvement is critical to our success—not just in our products, but in our internal processes and programs as well. That’s why our sales organization has a long history of partnership with Advantage Performance Group. Over the years, Advantage has helped us implement programs that continuously improve the effectiveness and efficiency of our sales force. With their strategic partner BTS, they’ve brought us programs such as Sales Accelerator, Sales Blueprint, and Sales Team that have helped us differentiate ourselves through superior sales execution and innovation.

Our sales force has experienced great success over the years, but we know that we can never rest in our quest for long-term business impact. In an effort to further challenge our sales engineers, we asked Advantage to create a new program that would build on past success, reinforce use of past tools and learning, and provide new, innovative tools to help us achieve sustainable growth.

Real-World Practice and Application

To help sales engineers identify the customers and opportunities that generate long-term business impact, Advantage developed a fully custom, competitive two-day simulation that mimics the real-world environment in which our sales engineers do business every day. In five rounds of learning, participants analyze dynamic information from a variety of customers, prospects, and other sources; navigate challenges; prioritize opportunities; and present their resource plan, account and distributor strategy, and response to challenges to their managers for feedback and scoring.

To support the program, the Advantage team developed a sophisticated tool, called the Prioritizer, that helps our sales engineers assess opportunities against a set of dimensions related to customer fit and business impact, providing objective guidance that they can consider as they prioritize current and future opportunities.

Benefits for Sales Professionals and Their Managers

Over the first two-day run of the program, our sales engineers demonstrated dramatic improvement in their ability to determine which companies and opportunities were worth investing in for sustainable growth, and, just as importantly, explain why. At the end of the workshop, they analyzed their real-world accounts using the Prioritizer and created a set of concrete, time-bound actions to take back to their managers. Since the training, our sales engineers are better able to prioritize and optimize the use of scarce resources, including their managers, engineers, distributors, and executives.

In addition, the sales managers who evaluated the presentations during the program benefitted by listening to and assessing the table teams’ strategy in a controlled setting, building skills that will help them sustain the participants’ learning and application of new skills back on the job.

2-day simulation
5 rounds of learning
210 sales professionals
45 sales managers

“This was very effective training. The best I have ever seen. We enjoy working with Advantage Performance... but more importantly, the results keep getting better.”

– Vice President of Sales, Integrated Circuits Manufacturer