



Sales Excellence: The Graham Keen Partnership & Decleor

Decleor Case Study
Cheryl Owen, Sales Manager at Decleor

Background/challenges for Decleor:

Decleor, the international cosmetics company, employed the Graham Keen Partnership to work with its' sales team, which was having difficulty with driving new business, making cold calls and developing new leads. *"We have a strong team of sales people but the market is very competitive out there and we wanted to increase our revenues further. There were also some apparent weak areas among the team, mostly in the new business area."*

"Making cold calls is notoriously the job most dreaded by sales people, so we felt this needed to be addressed. It is a confidence thing, you need courage firstly to take the plunge and make the call, and then a high self-esteem to deal with the knock-back and rejection that can follow. Similar skills are needed to develop new leads and convert them into sales." Cheryl Owen, Sales Manager at Decleor.

Decleor also wanted the Graham Keen Partnership to work on increasing its' revenues. It was decided that every member of the sales team would go through a four-day course. The aim of which was to provide advanced sales skills including a clear understanding of attitude based selling and the principles of New Impetus®.

"Fear of failure and rejection are huge drivers in our everyday behaviour, and this is magnified in many sales people who have to deal with these emotions every day as part of their jobs." Graham Keen, Managing Partner of the Graham Keen Partnership.

The Graham Keen Partnership draws on cognitive & behavioural psychology, goal theory, and uniquely, 1990's breakthroughs in neuroscience. These discoveries challenge fundamental beliefs individuals come to hold about their potential and abilities. By exploiting the performance mechanisms underlying every great human achievement, the course reveals how to overcome self-limiting patterns of behaviour and sustain unparalleled levels of performance and motivation. Delegates leave with massive energy and enthusiasm, vastly improved interpersonal and teaming skills, and the tools to achieve personal and work goals, which were previously unattainable.

Solution

Decleor was convinced that Graham's training would be exactly what the team needed to take them that extra mile. After consulting with a number of companies, they chose the Graham Keen Partnership for several reasons.

"Graham stood out from the rest because he took the time to really listen to what our needs were and to understand from a business perspective where it was that we wanted to go."

"He has a good understanding of business and the problems that crop up due to his business consultant background, and that reassured me. He had no problems with adapting his course to specifically address the issues I highlighted and that made a world of difference to the end result." Cheryl Owen, Sales Manager at Decleor.

Results on the business...

The team benefited in two primary areas:
Sales Skills and Motivation and Performance.

Their expectations of themselves and their market was unlimited, they overcame their fear and reluctance of the sales process, they had a new understanding of the psychological mechanisms of the sales process and its structured process. They had massively improved skills in being aware of and performing to others communication and behavioural styles - increasing empathy and resonance with their prospects. Overall producing a sales team with vastly improved negotiating skills.

They learnt how to access and sustain high levels of motivation from within themselves, how to be more positive, open, and naturally skilled communicators, improved their levels of energy and enthusiasm, learnt how to harness the Mechanisms of Human Performance to achieve more than they presently believe themselves capable of and how to transcend their everyday self imposed limits - sub-conscious beliefs present in all of us - which lock us into performance far within our true capabilities. This translated to a bottom line impact: **improved performance and increased sales.**

The results were dramatic. Sales increased immediately, by **85%** in the first month.

Cheryl said *"I noticed an improvement and a change amongst the team immediately. The team came back from the training more focused, so much more positive about everything in their lives from work through to their personal lives. They were much more open to challenges and change, they had more confidence in themselves, were 100% more committed and felt they could achieve whatever it was they set out to do."*

The difference was most pronounced in two of her team members who changed overnight into confident, positive people, at ease with themselves both on a personal and professional level. Cheryl now makes a point of sending every new member in her team on the course so that they too can benefit from the course. The team's achievements have continued to be consistently high since the training.



Graham Keen

The programme breakdown

- The role of perceptions in defining our reality, demonstrates the power of self-limiting belief.
- Changing behaviour in the workplace: why it can be uncomfortable and why it frequently doesn't last. Then how to make it easy and sustain it indefinitely.
- How habits of thought manifest physically in the brain, and how that understanding can be used practically to achieve new results.
- Explanation of how the conscious, subconscious, and unconscious combine to define everything about us, including our personal and sales success.
- How to build new beliefs about ourselves, and avoid reinforcing misplaced limiting beliefs.
- How stress impedes performance and damages morale. Practical techniques for managing and reducing stress based on the principles of New Impetus®.
- Setting objectives across the whole spectrum of human activity, achieving balance between home and career, values and success.

- Gaining Impetus. Pulls the lessons of the first two days together into a practical action plan for achieving the goals set earlier in the day.
- Elements of a Structured Sales Process. Building delegates understanding and suggesting new ideas.
- Behavioural Selling. Using knowledge of behavioural style theory to build rapport, select the right approach, and eliminate misunderstandings in sales meetings.
- Negotiation Skills. 'Getting to yes', planning, approach, and expectations.

