



Case Study



POWERED BY BLOOJAM

Identifying the sales capabilities that drive a 23% increase in revenue at Global

Acuity® 360 is the most powerful sales 360 feedback tool available thanks to the Acuity® for Strategic Sales Model which provides targeted insights based upon 9 key capabilities that determine success in complex sales environments.

Global, the Media and Entertainment Group, is the UK's largest commercial radio network, owning brands such as Heart, Capital, and LBC among others. It's also one of the largest outdoor media companies across Europe - in the UK alone it has over 250,000 advertising sites including major transport contracts with London Underground, a number of airports and bus operators nationwide.

The Challenge

Global, with its multiple brands, did not have a universally applied approach to sales and this created a disparity in the skills and capabilities of the network's salespeople. In particular the ability of the salesperson to understand their customer's needs, and to test the customer's intention to purchase, had been identified internally as areas requiring further development.

Best practice (i.e. what good looked like) was not well defined, which made embedding core sales skills a challenge. "We needed to get consistency in our sales capability," commented **Donna Johnson, Head of Learning & Leadership at Global**, "and to educate our sales team about the sales skills that are proven to work in our business."

Why Bloojam?

Global was attracted to the [Acuity® for Strategic Sales model](#) because it clearly defines, based on robust psychological research and academic sales studies, the key motives and behaviours that define success in complex sales environments.

The Acuity® for Strategic Sales Model



Critical for Global was the need to ensure that any intervention should clearly signpost training needs.

"Historically, we had no real way of pinpointing what behaviours the salesforce needed to improve upon and this was impeding our ability to drive the performance of the sales team."

The solution was for each salesperson to complete the [online Acuity® 360 survey tool](#), as well as being rated against the same criteria by their manager. Doing so enabled Global to utilise robust data about group strengths and development needs to inform their next steps.

What We Did

In total 158 salespeople undertook an online Acuity® 360 survey and were provided with personal feedback reports based upon the 9 Acuity® sales capabilities. By highlighting their strengths and development needs against those capabilities, the individual reports encouraged salespeople to take ownership for their own development rather than solely relying on formal training and development interventions from the Centre. The powerful data analytics has enabled Global to pinpoint key themes at region and team level so that additional targeted training support can be put in place.

The Results

Statistical analysis showed a strong correlation between the 9 Acuity® capabilities and sales performance. In fact, **the top 50% of salespeople at Global, as rated by the Acuity® 360 survey, achieve 23% more in sales revenue per month than their peers.**

These findings have enabled Global to say with confidence that training their salesforce in the Acuity® for Strategic Sales model is likely to have a direct impact upon their bottom line. In addition, the Acuity® sales capabilities are now being fed into the recruitment process to improve the quality of new hires.

"Thanks to the Acuity® 360 data we now have a clear view on the sales capabilities to focus our training on. The fact that it can break down each capability into specific behaviours is what makes the Acuity® 360 tool so powerful," Donna concluded.

As a result of these findings, Global is now developing a sales training programme that incorporates a combination of their own in-house content with content from our Acuity® Sales Training Academy.

Developed in conjunction with our training partner, Lammore, this blended learning solution offers both face-to-face and online delivery via virtual classrooms, which enables training to be delivered in a much more tailored and flexible way. This is particularly beneficial when the salesforce is spread across multiple locations around the country and means that each salesperson can access the training at their convenience so that their non-selling time is kept to a minimum.

To find out more about how Acuity® 360 can support the development of your sales team please visit: <https://www.bloojam.co.uk/acuity-360>

"We love working with the team at Bloojam. They are open, informative and importantly collaborative.

They are passionate about data and how we use it, and they will always offer lots of helpful advice."

Donna Johnson
Head of Learning & Leadership
Global

Get in touch to discuss how our Acuity® 360 feedback tool can support you

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