



Case Study



ACUITY

BLOOJAM
DRIVING SALES PERFORMANCE

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 is 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 capability of the network's salespeople. In particular, the ability of the salesperson to understand their customer's needs and to assess the intent to purchase had been identified internally as areas of underperformance.

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."

The Solution

Each salesperson completed the online Acuity® 360 tool, with ratings provided against the same criteria by their manager. This enabled Global to utilise robust data about group strengths and development needs to inform their next steps. In total **158 salespeople** completed the survey and each participant was provided with a personal feedback report that highlighted their personal strengths and development needs against the 9 Acuity® Sales Capabilities. These reports encouraged salespeople to take ownership for their own development rather than relying on formal training and development interventions from the Centre. In addition, **Acuity's powerful data analytics enabled Global to pinpoint key themes at regional and team levels so that targeted training support can be put in place.**

"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 AT GLOBAL

The Outcome

Statistical analysis showed a correlation between the Acuity® capabilities and sales performance. **In fact, the top 50% of salespeople at Global, as rated by the Acuity® 360 survey, were shown to 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® sales capabilities will have a direct impact upon their bottom line.

As a result of these findings, **Global has developed a sales training programme utilising content from our Acuity® Sales Training Academy.** Developed in conjunction with our training partner, Lammore, this blended learning solution is delivered in a highly tailored and flexible format, that enables learners to access the content at a time that is convenient to them and ensures that non-selling time is kept to a minimum.

Furthermore, the **Acuity® Sales Capabilities are now being incorporated into the recruitment process to improve the quality of new hires** and to create a golden thread from recruitment through to hiring, onboarding and professional development.



▶ To find out more about how Acuity can support the development of your sales team please visit

<https://www.bloojam.co.uk/acuity-strategic-sales>

“Thanks to the Acuity 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 so powerful!”

DONNA JOHNSON, HEAD OF LEARNING & LEADERSHIP AT GLOBAL

