

ICDL adds value to other sales methodologies

There are numerous high quality sales methodologies available in the marketplace today, from organisations such as Miller Heiman and TAS. These methodologies are ideal for managing opportunities through the sales pipeline, whilst offering interfaces into Management Reporting systems.

What can ICDL add?

ICDL has significant experience of working with customers using existing sales methodologies, often CRM embedded such as TAS or Miller Heiman. Indeed the majority of ICDL's customers already have invested significant amounts of time and money into their sales processes and methodology. ICDL's offering is different. Its Business Acceleration approach offers a strategic thinking process which overlays existing embedded methodologies adding value by creating a cohesive and auditable, well researched and thought through link between the needs of the customers, the positioning of the offering and the creation and pre-funnel validation of strategic opportunities.

Customers tell us that before ICDL their pipeline was unreliable and deciding which opportunity to bid, and which not to bid was almost a matter of luck. After ICDL introduced its pre-funnel process to their existing approach, things improved dramatically:

“ICDL has helped Bombardier through ongoing development of the opportunity selection process, enabling a better focus on the needs of the customer, and through this ensuring that any project undertaken completely aligns with the customer's needs and goals. This lowers the project risk for Bombardier, focuses resources on the most valuable opportunities, and saves Bombardier significant resource time and money. Through this process, Bombardier's market perception as a quality, customer centric organisation is heightened, as is the customer perception of the value Bombardier delivers”.

Heikki Viika, VP Sales & Marketing, Bombardier Rail Control Systems



"The ICDL model focused the energies of the StreamServe sales team into looking at their offering from the customer's perspective. This ensures a much more aligned set of offerings that clearly deliver competitive advantage for StreamServe's customers by enabling them to deliver enhanced benefits to their customers".

Joe Francis, Director World Wide Sales Operations, Streamserve Inc

Sales methodologies such as TAS, can only work effectively if the opportunities going into the funnel are well qualified. Typically these methodologies ask the sales person managing the opportunity, a number of qualification questions which if well researched and thought through produce a well qualified opportunity which can be tracked through the process, giving management a clear view of the business potential and clarity of where to invest resources. In practice, however, sales people often don't understand the importance, or have the knowledge to really answer the questions and hence qualify an opportunity. The result is that opportunities often get into the pipeline and then slip, or disappear without any satisfactory explanation.

Existing sales methodologies also frequently become misused over time. Pipeline reviews become a battleground between the sales person and management. The reason is simple. Management want more and better information on which to base their investment decisions, the sales person just wants to get on with the bid, having completed all the questions as they see fit to optimise their chances of being allowed to bid.

ICDL adds real value in this area by giving people the knowledge and tools to better understand the customer's needs, resulting in a much more accurate and stable pipeline, filled with the type of business that your company wants to pursue. Further to this ICDL's process sits as a 'front end' to these methodologies, creating an outside-in pre-funnel process which enables opportunities to be qualified much earlier in their life-cycle, whilst ensuring that Value is optimised, creating clear differentiation and value from the customer's perspective.



TAS, along with most other current sales methodologies designed in the 80's and 90's, a period characterised by a combative approach to selling, states it is a sales methodology designed with the goal of developing strategies and tactics for closing sales. ICDL, on the other hand, is a thinking process designed during the partnership based, value creating 21st Century phase of selling, which puts more emphasis on ensuring that an opportunity or customer is the right one to invest time, resource, effort and cash into before engagement.

It is this 180° difference in philosophy that ensure ICDL's approach contributes significantly more value when overlaid on an existing sales methodology. Hence ICDL's clients tell us that we compliment their existing methodologies, adding value even before they would normally enter their existing processes.

"From a sales perspective Bombardier has managed to improve the capturing of orders. There is also less strain upon resources; saving time, money, and other types of resources. ICDL's approach and tools have augmented the company's ability to deliver to its customers, while making sure that the risks are better managed and therefore it improves our ability to meet customers' needs. This means that Bombardier's credibility, as a company that works to high standards of excellence, is maintained".

Heikki Viika, VP Sales & Marketing, Bombardier Rail Control Systems

Through ICDL's training programs, Viika created new processes and altered his company's data capture and good corporate governance templates. ICDL's training also adds value by helping salespeople and marketers to respond to questions that they might not have otherwise had the ability to answer, or even sometimes may not have thought significant..

"ICDL is helping us with this," Viika says, "ensuring that the training comes from the right perspective, to make sure that the answers are based on value and differentiation. Otherwise it is very difficult to have the right focus, and that's why ICDL's training in strategic selling is being rolled-out right across our sales force."



By Using ICDL's Value Positioning Process, sales people will be able to complete the 'Can we add Value' part of a sales opportunity plan much more accurately. Value Articulation is complemented by ICDL's Valu-Aligner™ process, enabling much more customer specific value to be embedded in each message, resulting in the customer perceiving significant value magnification and hence differentiation. Questions are answered by ICDL's research processes, accompanied by audit trails, that complement and underpin Good Corporate Governance processes. Accounts are better managed through ICDL Opportunity Creation processes.

So what's the bottom line? Let another of ICDL's customers answer this:

"ICDL has changed the way Carillion does business by changing the mindsets of our account directors to a focus on the language and value of our client's customers, rather than focusing internally into our world. As a result, Carillion is now always two steps ahead of our competition and fully engaged at a strategic level with our customers".

Simon Dando, Business Development Director, Carillion Building

For more information on how ICDL can help you, call us today on +44 (0)118 979 8433 or e-mail enquiries@thebusinessaccelerators.com

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