

WORLDWIDE SOLUTION

to implement new Global Corporate Standards

**High-growth global software company
with \$2B annual revenue**

CLIENT'S SITUATION



- ☑ Very independent regional business units (Americas, Europe and Asia) have worked well to grow fast with an entrepreneur spirit and autonomy, however company has reached a size requiring some global consistency and standards in anticipation of new emerging products to launch
- ☑ Global standards developed and classroom training to roll out to 180 leaders around the globe.
- ☑ Current culture would not ensure adoption and implementation of global standards, without a hands-on individual coaching to leaders to guarantee global consistent adoption and implementation

THE SOLUTION



Sales Outcomes deployed targeted leadership coaching to ensure new corporate global standards, as shared in classroom training, would be understood and implemented in every country.

Key services included:

- ☑ Coaching of 180 sales managers during 6-month period
- ☑ Coaching content developed to support Account Planning Global Tool, Sales Pipeline and Global Forecast Management, Coaching to sales reps and Telling the Company Story to Prospects.
- ☑ Development and application of sales competencies self-assessment tool and implementation tracking to tailor coaching to individual needs and identified gaps

OUTCOMES



- ☑ Full implementation of new standards to more than 40 countries worldwide, ensuring global consistency
- ☑ Complete mapping of sales competencies for each coaching participants to assist management in future personal development planning
- ☑ Participants receiving coaching moved average two levels up in their self-assessed competency grids