

Background

Canopus is a global speciality (re)insurer who were increasing their presence in direct distribution and wanted to equip their managers with knowledge and understanding of the sales journey and management practices, so that they could effectively support their teams.

Outcomes of Development

- Provide tailored sales and management development over a 10 week period
- Development should deliver a staggered performance increase measurable in KPI metrics

Delivery Method

Targeted key development areas were facilitated face-to-face over a staggered 7 day programme:

- Introduction to Sales
- Core Communication Techniques
- Sales Training
- Coaching Skills
- Feedback Skills
- Identifying Development Needs

In addition, managers were provided with 5 days of shadowing support to embed their learning.

Results

In line with the programme outcomes and manager KPIs, Canopus were able to share that as a result of the programme, managers demonstrated the following shifts in supporting their teams:

- 31% in the sales journey
- 29% in communication skills
- 46% in coaching ability
- 43% in providing effective feedback
- 38% in identifying development opportunities

What People Said

- I now have a plan of how to take the learning forward into my day to day.
- I found the questioning and objection handling techniques really beneficial to implement within the team.
- Even after the first module, I feel this sets the precedent for the rest of the programme. All relevant. All meaningful.
- My coaching sessions will be structured differently to apply and embed the structure so that it becomes second nature.
- I found the course incredibly relevant and can't wait to put it all into practice and see the results within the team.