

Background

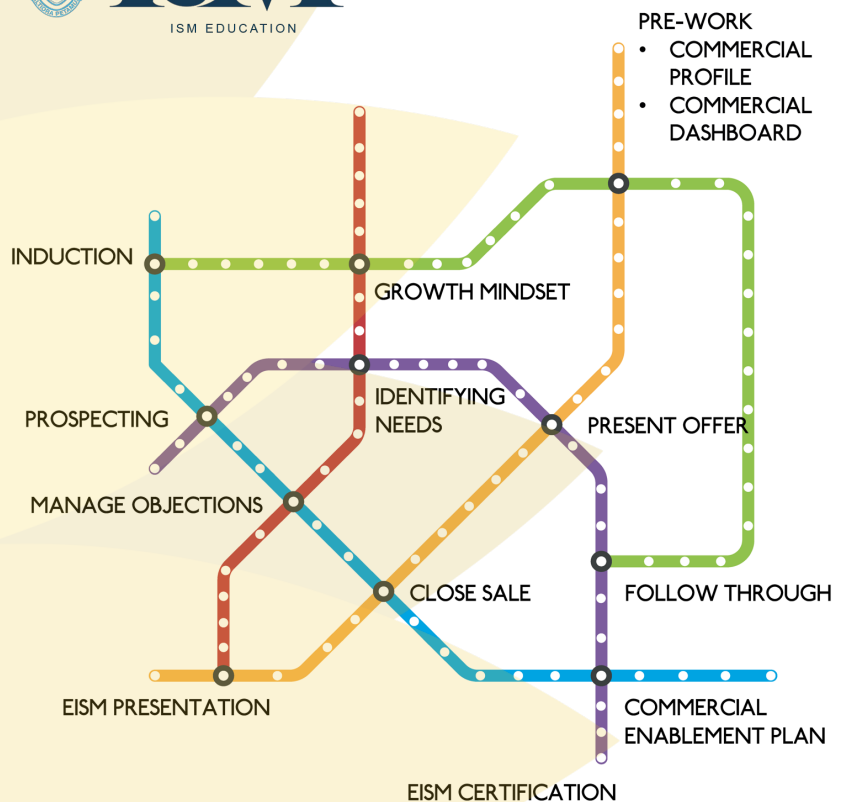
MGM Timber are an Independent Timber Merchant selling timbers, doors, floors, kitchens, ironmongery and sheet material from 15 Branches across Scotland with over 230 staff.

The **Commercial Fast Track** programme was attended by six internal sales members and two kitchen designers from MGM.

The programme, over the 10 key virtual events, was delivered in conjunction with a dedicated Learning and Development Platform (**GiraffePad**), which was provided as part of the overall package. The platform provided a learning journey for each event as well as pre and post-event activities; a group chat room was available to allow delegates to share success stories.

MGM were keen to undertake the course based on a previous example provided together with a determination to undertake consistent sales talent development as part of the BMF programme offering.

“
I'd highly recommend taking part in the Commercial Fast Track programme. I have gained lots of knowledge on different sales tactics and continue to apply these daily.”



The Programme

The programme consisted of 10 half day virtual events, every two weeks. This was followed up by a 60 Day Commercial Sales Project against an allocated sales ledger and a final Institute of Sales Management Education (ISME) Judging Presentation.

Delegates were provided with a knowledge case as part of the prelaunch. The case provided key factsheets on:-

- Self-development
- Six steps of the sales cycle
- Work SMARTER not Harder
- Call to Actions



“It was a delight to deliver the Commercial Fast Track event to a cohort who gave total commitment and after each event identified their own individual action plans. I watched each delegate learn and grow throughout the programme and the results both financially and the overall feedback received, really says it all. Steve Galbraith, the programme sponsor, played a pivotal part in the overall success and the collaboration between Clarity4D, GiraffePad and the BMF have made it an engaging and unique programme for all involved. Great work everyone!”

Sue Reed – Talent Development Director

EVENT	ACTIVITY
Pre-Launch	<ul style="list-style-type: none"> • Day in the Life of • GiraffePad Learning Management System • Sales Cycle Overview
One	<ul style="list-style-type: none"> • Commercial Dashboard
Two	<ul style="list-style-type: none"> • Clarity4D Sales Profile ©
Three	<ul style="list-style-type: none"> • Prospecting – Before the Sales Begin
Four	<ul style="list-style-type: none"> • Identifying Needs – What the Customer Wants
Five	<ul style="list-style-type: none"> • Present Offer – Proposing Solutions
Six	<ul style="list-style-type: none"> • Manage Objections – Handling Resistance
Seven	<ul style="list-style-type: none"> • Close Sale – Secure the Business
Eight	<ul style="list-style-type: none"> • Follow Through – Follow Up Ask for Referrals
Nine	<ul style="list-style-type: none"> • 60 Day Commercial Plan and Academic Certification Criteria
Ten	<ul style="list-style-type: none"> • ISME Academic Presentations to Sponsors and ISME Judge over three days

Results

- All delegates achieved academic certification endorsed by the Institute of Sales Management Education (ISME).
- Increased sales during the 60-day Commercial Sales project resulted in an extra...

£558,000

- A second cohort was booked within four weeks of the first programme being completed with another five delegates taking part.

“ What have been the highlights of the programme for you?

For me one of the main highlights was learning all the different sales techniques and how to understand customers better through the Clarity4D profiling.

Patrick Keenan – Internal Sales

Colour profiling not only customers but other members of staff.

Scott Downie – Internal Sales

“ Describe your key learnings from the Project and the Results achieved?

Without doubt, my key learnings were heavily based on Colour Profiling. From understanding buying methods to recognising profiles and their preferences. My aim was to develop strong relationships and foundations of trust, which I succeeded in doing and any improved sales was a bonus but fortunately, I was able to achieve this too.

Bradley Sullivan – Internal Sales

“ How have you changed your Sales Tactics and Behaviours in your working day and continue to apply?

I wasn't in a sales role previously, but I have begun to use the techniques learned to make sure our customers are happy with the services we provide.

Mariann Gibson – Kitchen Designer

“

Thinking back on the Business Improvement Project Presentation describe your key learnings from the Project and the Results achieved?

The key learnings I took from the course were the Bingo Board, Clarity4D profiling and Alison Edgar's Balls®. These key learnings helped me massively as it made me a project maker and not just an order taker and made me think about each job as a whole and not just the small list a customer would give me.

Patrick Keenan - Internal Sales

Bingo Board - Increased the size of my orders. Alison Edgar's Balls® - helped me a lot everyday managing my work. Clarity4D - By using this I got a much better feedback from non-traders; instead of sending a generic email. I now send them aimed at the individual.

John Mullaney - Internal Sales

“

What were the benefits of presenting the Business Improvement Project to Steve Galbraith (MGM) and Stella Round (ISME Judge)?

They haven't been involved in the course work; enjoyed showing them the results and what I have learned from Sue, especially as Steve is my MD.

Ross McKinlay - Internal Sales

“

The success of our business is all about our people and creating the opportunity for the next generation to come through is a key part of my role. I have always felt training is central to personal development but don't believe the success of training should be measured purely on a figure or ROI. It should always be about the individual's development. I also strongly believe in the profession of sales and was delighted to see this cohort gain their first qualification that will undoubtedly benefit them as individuals and the business in the years to come. The passion Sue has for training and developing people is simply outstanding and I can't thank her enough for her contribution in developing our staff.

Steve Galbraith - Divisional Managing Director, Donaldson Retail & Distribution

Newsflash...



This programme has been acknowledged for Academic Achievement and Increased Sales by the National Sales Conference November 2023



“

Why did you enrol Ross on the programme?

As a branch we have been committed to regular staff involvement in training, we had previously supplied a candidate from this branch who also passed with distinction. I noticed marked difference in their approach to their role and was 100 % sure Ross would benefit from also completing this course.

How have you recognised his applied learning?

He very quickly used to skills learned in real world scenarios which has and will benefit the branch's sales effort.

What benefit do think it has been to you and the business for Ross attending?

While he has never had a lack of confidence this has helped him channel his natural enthusiasm, sharpen his delivery to clients and has had a direct impact on our bottom line.

How are you going to continue to mentor Ross throughout his career?

As with all my team, we set individual and branch objectives each year and these are discussed every month and followed up with 2+2 every quarter and concludes with a full PDR after the year end, myself and Ross have a military background and hence have developed a strong relationship very quickly and my focus is mentoring him which will hopefully lead to him firstly becoming the branch sales manager next year and then a senior roll in MGM over the next 5-10 years .

Ron Garrett, Branch Manager

“

What a remarkable programme this has been!

It's truly an outstanding outcome and a tangible showcase of the return on investment. Steve emphasised that for him, the return on investment primarily revolved around observable behaviours. It's truly uplifting to learn that he has witnessed a substantial shift in professional approaches to sales. The achieved numbers are nothing short of astonishing and serve as a clear testament to the application of the sales strategies learned from the programme. This is indeed a remarkable accomplishment.

I strongly urge you to consider nominating a selection of your delegates for industry awards in categories that align with their achievements. Additionally, submitting the programme itself for an award would be a great idea.

Your delegates have exemplified just how impactful the Commercial Fast Track® programme has been for both them individually and the businesses they represent.

Stella Round - ISME Judge for the MGM bespoke Commercial Fast Track Programme