Methven
Commercial Fast Track Programme

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September 2024

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COMMERCIAL FAST TRACK

BMF
Excellence in building materials supply

Delivered by

UNLEASH YOUR BUSINESS POTENTIAL

Clarity4D

GiraffePad

ISM
ISM EDUCATION

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Background

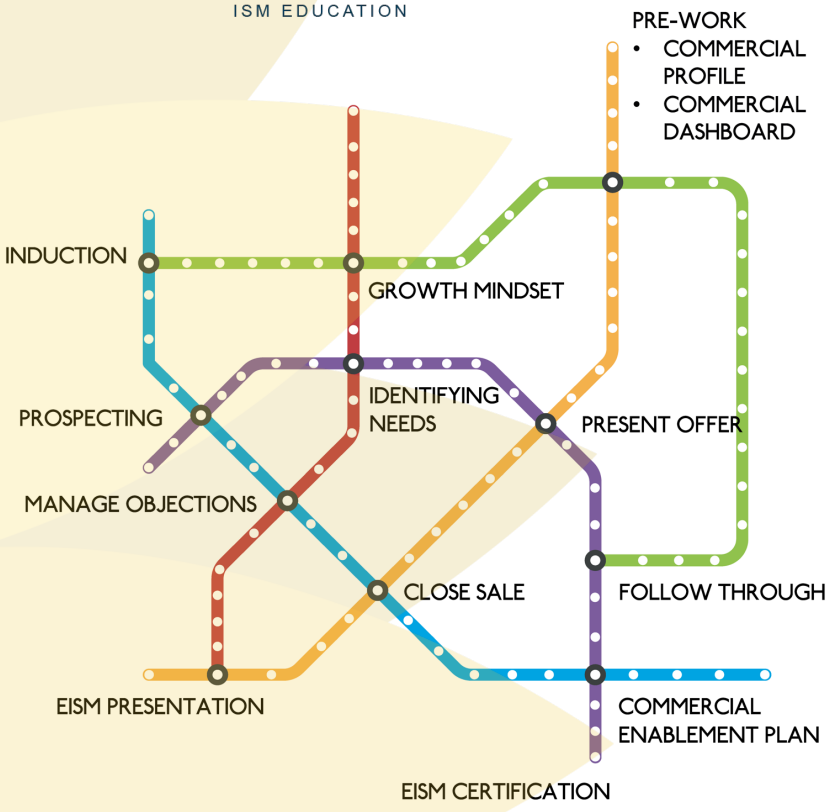
The **Commercial Fast Track** programme was attended by Members of the Methven External Sales Team that included the Regional Specification Manager, External Sales Representatives and the Field Sales Manager. Methven are a Supplier Member of the BMF.

Methven is world renowned for beautifully designed, award-winning showers, taps and valves, since 1986

The programme, over the 10 key 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.

> **"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.**

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The Programme

The hybrid program included seven full day events held at the BMF Head Office. Following these events, participants engaged in one-on-one virtual coaching, which featured a 60-day Commercial Sales Project focused on an assigned sales ledger. The program concluded with a final presentation to the Institute of Sales Management Education (ISME) for judging. Delegates were also given a knowledge case as part of the program's prelaunch materials.

- Self-development
- Six steps of the sales cycle
- Work SMARTER not Harder
- Call to Actions
- Personalised Clarity4D Sales Profile



> “
>
> 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.
>
> Lyndsey Makin, Methven Field Sales Manager and 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.
>
> Lyndsey attending the programme as well as her team has enabled her to coach and mentor them on the sales tactics and behaviours post course.
>
> Great work everyone!
>
> **Sue Reed - Talent Development Director**

EVENT	ACTIVITY
Pre-launch	• Day in the Life of • GiraffePad Learning Management System • Sales Cycle Overview
One	• Commercial Dashboard
Two	• Clarity4D Sales Profile©
Three	• Prospecting – Before the Sales Begin
Four	• Identifying Needs – What the Customer Wants
Five	• Present Offer – Proposing Solutions
Six	• Manage Objections – Handling Resistance
Seven	• Close Sale – Secure the Business
Eight	• Follow Through – Follow Up Ask for Referrals
Nine	• 60 Day Commercial Plan and Academic Certification Criteria. Review and 1-2-1 virtual coaching
Ten	• ISME Academic Presentations to Sponsors and ISME Judge

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James Gibbard – Head of Sales, Methven

What were the primary goals you had in mind when funding this program?

In the past couple of years, our sales team has welcomed several new members with diverse backgrounds in training. The aim of the course was to enhance the team's commercial and sales abilities while establishing a shared framework for success. A key objective was to create a common language within the team to promote consistency in support moving forward.

How do you envision this program contributing to the overall sales strategy of the organisation?

We operate in a highly competitive market, so it's crucial for the sales team to possess skills in preparation, identifying customer needs, and handling objections. Mastering these skills will bolster and enhance our sales strategy for greater success.

Were there specific skills or competencies you wanted to be emphasised?

The Pocket Prompts have been utilised by the entire team, effectively aligning everyone's approach.

What were the key outcomes for you in participating as a Judge?

I intentionally stepped back from the team's training and asked few questions about the program to observe how they applied what they learned. It was incredibly encouraging to see that each team member took away something unique, yet all focused on the same core message: how to support the customer. I'm very proud of how everyone has dedicated themselves to applying these skills in their accounts.

General feedback on the course

I want to recognise the course and the team at BMF for their efforts. Everyone has truly gone above and beyond in their support throughout the program. As a result, the team has emerged more aligned and has gained confidence in performing their roles to a higher standard.

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Lyndsey Makin - Field Sales Manager, Methven

What is your long-term vision for sales talent development within the company?

The long terms vision is to ensure no matter the individuals sales experience, they each bring their own unique personality and style to their roles. Our goal is to enhance their capabilities through the skills learnt on the Commercial Fast Track Course fostering continuous learning and personal development for our sales team. We want each team member to feel empowered and supported in driving both individual career growth, as well as collective business success.

How do you plan to expand or evolve this program in the future based on the results?

Based on the results from the applied learnings and techniques, we will continue to build on these by utilising them within the day-to-day role. As a manager attending the programme along with the team, was very insightful and not only allowed me to understand and build closer relationships with my team, but also allows me to support the continuous implementation of the key skills and techniques learnt through attending this course.

What key performance indicators (KPIs) will you use to evaluate the program's success?

- **Employee Retention and Satisfaction**
- **Increase Upskill and Productivity**
- **Customer Satisfaction and Retention**
- **Sales Growth**

Although the team have set sales KPI's, it was great for each team member to select 10 focus customers to strategically plan how they were going to grow those accounts. Everyone approached this task using different techniques and tactics, demonstrating how they had learnt about tailoring their approach to their customers – most of the accounts were able to show growth and the ones which didn't the team member/s were able to understand and explain the detail around certain circumstances, however after going back to the drawing board revised their approach. We have continued with a similar approach for the team focusing on key initiatives to drive more growth within their areas.

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Lyndsey Makin - Field Sales Manager, Methven

Utilising of the pocket prompts, these are invaluable to the team – each located in their cars for quick reference. The terminology has become second nature to the team, as well as the wider business (James is constantly referring to one tactic or another).

The team are more driven than ever to achieve, because they are confident that applying the knowledge learnt is the key to success.

What are some immediate improvements or results you've observed within the team since the program?

The team have excelled in themselves, as well as an overall team learning not only about themselves but others as well. The skills and tactics learnt has meant the team are performing to a higher level, understanding how to build on relationships with customers both internal and external, structured planning, handling objections, etc.

Because the team are remote so don't spend a lot of time together other than at meetings or business events, ensuring the team were sat with different team members each event allowed them to build better relationships with each other and the difference now is incredible they constantly contact each other, help each other which is really great to see, especially in sales when individuals can be self-focused.

This is only the beginning and can only see them both individually and as a team going from strength to strength.

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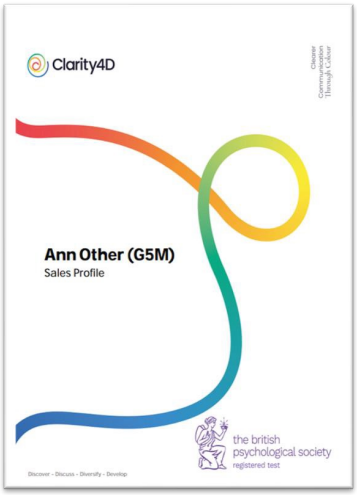
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Clarity4D

The Clarity4D Sales Profile formed part of the pre-launch getting ready as well as the Commercial Dashboard Questionnaire.

Everyone was provided with their personal Sales Profile that included:

- 1D DISCOVER – Self Awareness
  Strengths as a Sales Person
- 2D DISCUSS's others perception
- 3D DIVERSIFY – Your Hidden Potential
  How the Customers Make Buying Signals
- 4D DEVELOP – Your Potential Over time



> "The Clarity4D was essential to enable me to know the positives and negatives of my personality traits; how to dial up or dial down my colours in different situations

Pocket Prompts®

Pocket Prompts®

When did you last look at the training course material for your most recently attended programme?
This is why **Pocket Prompts®** are indispensable.
These handy sized cards have all the relevant information on them to help you in your professional life, and can be easily kept in a wallet, drawer, purse or pocket to refer to whenever you need!



"I can use them to prepare for a meeting or to implement a strategy PLAN DO CHECK ACT"
Caroline

"Always use and reflect prior to a call who is what and what technique to use for their colour"
Neil

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Results

- All delegates achieved academic certification endorsed by the Institute of Sales Management Education (ISME).
- Increased sales demonstrates a full return on investment and applied learning included the following:

- **Commercial Fast Track Project sales target achieved £362K**
- **One Customer 14% increase**
- **13K increases sales in 7 months**
- **45% Growth with an overall £228K increase**
- **£123K increased sales with a 559% growth with one customer**
- **Exceeded target by £9.5K plus a referral**

> What an outstanding programme this has been! The results are truly impressive and provide a clear demonstration of the return on investment. The effective application of the sales strategies learned from the programme were clearly demonstrated throughout the presentations. Your delegates have clearly shown the significant impact of the Commercial Fast Track© programme on both their personal development and the businesses they represent.
>
> **Stella Round - ISME Judge for the Methven bespoke Commercial Fast Track Programme**



Stella Round ISME Judge for the Methven Bespoke Commercial Fast Track Programme, presenting to **James Gibbard** – Head of Sales, Methven & Programme Sponsor

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Feedback from Delegates

What have been the highlights of the programme for you?

Learning new techniques in the sales process; understanding how to handle different personalities from the Clarity4D working together as a team.
Sam

Learning new sales tactics and being shown how to incorporate them into my role
Caroline

To what extent do you believe this programme has improved your performance in your role?

The course had made me think in more detail about how to communicate with my customers regarding their preferences. It has also made me more structured in my approach.

Michelle

Being new to the industry it allowed me to compart focus my learning. I could learn new techniques and with the guidance of management apply to new skills learnt within my own new industry.

Lewis

What were the benefits of presenting the Business Improvement Project to your programme sponsor James Gibbard (Methven) and Stella Round (ISME Judge)?

Aside from knowing that I do get nervous in front of even a small audience; I think the main benefit was seeing them understand how passionate I am about our customers. Even if it was a snapshot of 10 with 3 supported profiles. To be able to see the time and work we do put in with customers across a large area.
Lewis

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Summarise below your overall ISME Commercial Project results e.g. Sales Achieved, Sales Tactics Applied

Sales Achieved - increase in 60 % of accounts and significant falls can be accounted for in projects being moved to other accounts / areas Tactics applied - MEANCATS / APAC /WIFFT/ABC Customer relationships - the course has highlighted how to identify that one size doesn't fit all when applying to accounts.
Caroline

I have grown with a customer who has now replaced a number of taps and since spent over £10K since the beginning of the year. A second customer has gone up the relationship ladder to business partner and branching into social media posts to further expand business.
Lewis

I achieved my target which was great seeing as though I started halfway through the course. I have really enjoyed the course. I have grown relationships with my customers throughout the course and applied lots of the sales tactics learnt.
Sam

Good sales; use of many tactics and positive development of customer relations.
Michelle

Won some great sales
Neil

Final thoughts...
This course has been a real confidence booster. I have learnt so many new sales tactics which will help me in the future. Sue was great; she made it good fun; which helped us all learn, and she filled us all with such confidence by believing in us. I think the business cards we received are perfect for little reminders; these will live on my desk. The overall course has been fantastic, and I really appreciate Methven giving me the opportunity.
Sam

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Feedback from the BMF

BMF's strategy for offering this bespoke program to Methven as part of our commitment to supporting members in enhancing their commercial capabilities. By customising the Fast Track program to meet Methven's specific needs, BMF aimed to provide a competitive advantage that would enable Methven to elevate their sales team's skills in alignment with industry standards and expectations. The program was also designed to help Methven address emerging market challenges and strengthen key supplier relationships.

Based on the success of Methven's experience, the BMF plans to roll out similar tailored programs to other members. Feedback from this initiative will guide how the program is refined to suit different business sizes and categories within the building materials sector. The successes from this program can also be shared with other members to help them enhance their own commercial capabilities, fostering best practices and growth across the industry.

Oz Bham
BMF Supplier Engagement Director

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