

Training Analysts develop as well as decipher business

A global financial business had a department manned by highly educated analysts who delivered shareholder analysis and related high value services to global clients. The team was facing the challenge of having to increase revenue while facing ever-toughening competition from niche providers and brokers. Analysis by deWinton-Williams uncovered a number of issues. The sales team was trying to sell the services of the analysts without truly appreciating the complexity of the offering; the analysts were reluctant to follow-up on a sales lead due to lack of confidence in the sales team and their own ability to sell; analysts were losing clients due to a reversion to communication by e-mail and a lack of client relationship building. The proposed solution had three stages. In stage one deWinton-Williams worked with analysts, sales and management to create an analyst role framework which included sales and client relationship management. In step two we designed a bespoke course for analysts to train them in all the skills they would need to accompany the sales team on sales meetings and sell their own services. In step three deWinton-Williams designed a course which trained analysts in the skills of both keeping and also growing the client. Within 12 months revenue had increased by £2000,000.00 due to increased sales and significantly improved client retention. Moreover, sales and analysts were now 'co-operating instead of cat-fighting'.