

Client-focused business development skills

CLIENT: ATOS CONSULTING

Atos is a leading international IT services provider, providing integrated design, build and operate solutions to large multi-national clients in carefully targeted industry sectors.

They are one of the few companies that can provide all the 'design, build, and operate' elements of a business solution.

More than 60% of the revenue base is recurring, deriving from multi-year outsourcing and application maintenance contracts, and they deliver this within a global framework of three major Service Lines – Business Consulting, System Integration and Managed Operations. They are a leading partner, supplying technology and services to the Olympics.

THE NEED

Atos Consulting are the business consulting arm of Atos and have over 300 consultants in the UK providing a wide range of business consulting services to both private and public sector clients. As part of their growth strategy, there was an increasing need for consultants at all levels – not just partners – to play an active role in business development. For many of the consultants, this was a step outside of their main domain expertise.

There was recognition that there was a growing need for strong, consistent management and leadership skills and approaches throughout the organisation.

“From our internal survey we calculated that the bottom line benefit to the business from the Greenbank programme was £2.3M – and this was just from the 25 people we surveyed...”

Chris Morgan

Consulting Training Manager

Atos


Greenbank

THE PROGRAMME

Greenbank was engaged to develop a tailored programme to build advanced, client-focused business development skills within the broad Atos Consulting community.

To avoid tying up the consultants for long workshops, we split the programme into 3 modules allowing for consolidation of skills inbetween workshops following the Greenbank buying cycle.

Module One, Developing Clients Needs, focuses on skills and processes needed to increase a consulting sales pipeline, from questioning skills, building rapport and account entry strategies.

It also introduces the innovative, colour-based INSIGHTS personality tool to allow consultants to be effective even when dealing with clients who are very different to them.

Module Two – Proposing a Winning Solution, builds competitive selling skills focusing on understanding clients buying criteria, writing compelling client-focused sales proposals and high-impact sales presentations.

Module Three – Win-Win Negotiations, introduces techniques for making sure that both Atos and their clients end up with a solution that is right for them and adds real value.

The workshops were designed to be innovative and highly interactive and include use of actors, role plays, real-life situations and video.

THE RESULTS

The programme has become a sought-after development opportunity. Feedback from the workshops has been consistently excellent and a recent independent Return on Investment study carried out by Atos Consulting has concluded that there has been significant new business (well over £1million) as a direct result of the programme.



GREENBANK: Profile

Greenbank are a global Performance Consultancy specialising in developing leaders, strengthening teams and ultimately driving sales growth.

We invest our time to really understand the business needs our clients have and then we add our own expertise and experience to develop tailored programmes focused on delivering measurable and sustainable results.

To achieve this, our work in Sales Development programmes typically includes:

- Assessment and benchmarking at an individual and organisational levels
- High-impact, involving training workshops
- Coaching
- Sales management development
- Live bid support
- Immediately useful sales processes and tools

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