



Bespoke Global Sales Effectiveness Programme Reaps Results for SIX Financial Information

CLIENT: SIX FINANCIAL INFORMATION

SIX Financial Information is a leading global provider of data services and solutions for financial and insurance firms, corporations and the media.

Aggregated in real-time from over 1,500 worldwide sources, SIX Financial Information is comprised of corporate actions, pricing, reference and market data for over 12 million instruments and is unique in terms of information depth, breadth and structure. With offices in 23 countries, SIX combines the advantages of local expertise with global reach to offer comprehensive data services for investment advisory, portfolio management, financial analysis and securities administration professionals. Financial Information is one of four business areas of SIX. It also offers global premium services in securities trading, clearing and settlement, payment transactions, and financial information.

THE NEED

In 2012 SIX Financial Information launched a global Sales Effectiveness Programme with the aim of providing a more consistent service to their global client base. Key to this was introducing leading-edge best consultative sales practice to encourage their sales teams to develop an improved insight into the business needs of their clients as well as their data needs.

To help them achieve these goals, SIX initially approached 5 – 6 'household name' international sales training companies. Greenbank were subsequently introduced by one of the employees in the London office who recommended them. Although SIX expected to have to work with a larger company to achieve their aims, Greenbank came across so well in the interviews, proposals and discussions that they were chosen as business partner of choice. This was partly due to their exceptional experience in the financial sector and partly because they demonstrated that they could design a programme which was bespoke and tailored to the specific needs of SIX, and not an 'off-the-shelf' solution. They were also very responsive and very flexible to change - with a notable lack of bureaucracy around contracting for the programme.

"The sales teams have been strongly inspired by Ian and the team from Greenbank, in particular by their knowledge and the team's ability to adjust and offer a very flexible and responsive approach throughout the process."

Dr. Alexander Roitinger

Member of the Management Committee,

SIX Financial Information



Financial Information



"We have chosen Greenbank as our preferred partner for our global sales programme. Right from the beginning, we were impressed by Greenbank's solid industry insights and their flexibility to tailor the program to the specific needs of our sales teams. The feedback from participants is constantly very positive, since they were able to immediately benefit from state of the art techniques to understand and work even better with our clients. Greenbank has proven itself as a very capable and reliable partner for us". Dr. Alexander Roitinger, Member of the Management Committee, SIX Financial Information.

THE PROGRAMME

Greenbank designed a 3 module (6 day) multi-lingual consultative selling programme to be rolled out in English, French and German across UK, Europe and USA. This was supported by a fully tailored online 360° feedback survey tool – using Greenbank's own PRISM system, Sales Psychometrics (Insights Discovery) and sales leadership coaching for each Sales Director.

Before rolling out the programme globally, Sales Directors from each of the Countries took part in a Pilot programme to allow for modules to be slightly adjusted for each region. The Programme was subsequently run in 8 'hub' locations, with every Sales Representative going through the programme 'Train the Trainer' sessions were also run so that the Singapore Sales Director could also run the programme for their own unit.

The programme was split into 3 modules, following a typical buying cycle and implemented both covered consultative selling skills and standards, including:

- Interactive 'Role-Play' and 'Real-Play' sessions, including bespoke role plays
- Application to Live Bids
- Tools to improve SIX's approach to written proposals and quotes
- Opportunity Planning Tools based on Greenbank's Win-Plan toolkit
- 1:1 coaching to empower each Sales Director to develop their leadership skills
- Change Management tools to help embed the learning and deliver ROI

THE RESULTS

The programme has been highly successful particularly in allowing SIX to tailor their offering according to individual customer situations. The new techniques have helped their sales teams' business conversations with their customers and particularly in preparing for negotiation scenarios.

With support from Greenbank, SIX have defined additional KPI's to help them to measure the success of the Programme and have already noticed that client interactions are changing in a positive way. Also, with advice from Greenbank, SIX initiated new categories in their CRM system which allows their sales teams to even better log, qualify and win accounts. This is helping them with their pipeline management and supporting them in building solid leads.

"I know that everyone of our sales team got a great deal out of the program, myself included. This includes some of our very experienced and successful sales people as well as the newer members of the team" Barry Raskin, Managing Director, SIX Financial Information USA Inc.

In 2014, Greenbank and SIX Financial Information continue to enjoy their business partner relationship and the focus will move to working together to embed and sustain the changes through coaching and other change leadership tools.



GREENBANK: Profile

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

We invest our time to really understand our client's business needs 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 the area of Sales Development programmes typically includes:

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

And in the area of Management and leadership development includes:

- Tailored 360° feedback surveys
- A range of psychometrics to increase personal awareness
- 1:1 and team coaching
- Action Learning
- Tailored 'real play' and 'role play'
- Organisational simulations

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