

Sales mission successfully accomplished for **KARL STORZ ENDOSCOPY (UK) Ltd**

*Take a leading medical equipment specialist facing a sophisticated sales environment where competitors increasingly sell on price alone. Now add the need for sales team upskilling; then factor in achieving this with more than just traditional sales training. That was the challenge facing **KARL STORZ ENDOSCOPY (UK) Ltd** when they sent a demanding training brief to three prospective trainers. And it was the challenge that Cheltenham-based meta-morphose met with flying colours when appointed to deliver their proven sales mission training...*

Russell Jones is National Sales Manager for the Slough-based medical equipment company: 'We'd identified the requirement, shortlisted 10 possible suppliers, then whittled it down to three – including meta-morphose – who received a very-specific training brief and invitation to pitch.'

Describing initial impressions of the Cheltenham-based sales trainers, Russell highlights their professional website, reassuring experience, his Sales & Marketing Director's previous experience with them, and meta-morphose's eager-yet-relaxed approach.

Complete reassurance from the start

'I was reassured from first contact, an impression reinforced at every subsequent stage. I knew we could trust

them to get on with the task. The improved salesmanship of our 48-strong salesforce was at stake in an increasingly complex, competitive marketplace where we have to counter competitors who increasingly sell on price alone; meta-morphose's track-record and approach gave us complete confidence that they'd deliver. And they did.'

Recalling the last few years, Russell describes a sales organisation that's been through considerable upheaval. 'Like all big companies, we've faced organisational changes, which temporarily reduced internal focus on the salesforce. We rapidly needed to get the whole team up to advanced level, give them a morale boost and equip them for the challenge of a significantly changed sales environment.'

With this in mind, meta-morphose was given one day to work their magic– the first day of a major sales conference at Chateau Impney.

'If there was one glitch in the process it was probably getting meta-morphose to work to the one-day brief. They were so enthusiastic and full of great ideas and wanted to extend their sales mission event in ways done successfully for other clients. We had to rein them in and insist on the one-day format; they respected this and delivered a fantastic day for us.'

Working with meta-morphose

According to Russell Jones, speaking months after 2018's conference, working with meta-morphose was great: 'From starting to plan the event, to successfully completing a very intensive day's training, everything was always under control. Our

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brief demanded something that other training organisations couldn't offer – or wouldn't. In fact, two of three organisations that pitched even said that what we wanted to do was impossible.'

But it wasn't. meta-morphose knew exactly what they were doing – and had successfully done it many times before. Russell Jones continues: 'They were completely reassuring, which meant we could get on with day-to-day sales work while knowing the training was being planned. They asked lots of relevant questions to fully understand exactly what we wanted. We were also very impressed by how Roy Bowles' outgoing "front-man" so perfectly complemented his colleague Sam Towell's detail-focus. They blended theory, realism, authenticity and pragmatism with finesse – even down to rolled-up sleeves and hands-on work on the eve of the smooth-running, well organised, superbly choreographed event. Then there was the acting "cast" facing our teams on the day. They were so professional and believable, while brilliantly replicating the personalities our salespeople encounter.'

meta-morphose really is different

Recalling the project, Russell Jones starts by praising good theoretical sales training previously received from other consultants. 'The thing is,' he explains, 'that few other trainers – by their own admission – can, or will, do what meta-morphose do brilliantly.' He's referring to the power of the Cheltenham trainers' resource, their operational skills and their infrastructure for handling such challenges. And the reassuring fact that they've done it successfully for years.

meta-morphose Director Roy Bowles adds: 'The sales mission training that we deliver for KARL STORZ and others is uniquely able to assess salesforce skills in realistic situations, evaluate teams post-training, and deliver insightful training needs analyses. We give sales managers and directors realism, precision and sophistication that few – if any – other providers can, or will.'

Proven sales mission approach

meta-morphose sales mission training elevates traditional sales role play to different levels of realism. They achieve this through sophisticated improvisation and setting up incredibly realistic sales scenarios. These model complete, complex sales processes in real time. As Russell Jones alluded to, previous sales mission training has extended over several days, simulated sophisticated participant organisations and replicated the challenge of international markets and different time zones.

Russell Jones again: 'In our case, and with the one-day constraint agreed, meta-morphose accurately modelled our sales process. On the day, the salesforce divided into several teams who interacted, during two parallel "sales missions" with nine "actors". These represented with uncanny authenticity the full array of gatekeepers, influencers and decision-makers met by our sales teams.'

The proven meta-morphose model allows testing and validation of sales teams, accurate assessment of skill levels, and precise identification of individual development needs.

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‘The whole process, culminating with our training day, was impressive,’ says Jones. Asked to pick the project’s ‘Wow!’ moment, he describes how, during a wash-up session, he was asked to cast a deciding vote on the winner. ‘For me, that moment, summed up the whole event’s success. Another memorable moment was when, with authenticity and sincerity, Roy Bowles stepped forward and said: “You guys are one of the best sales teams we’ve ever worked with”. Such genuine validation meant everything to me and my marketing colleagues. Anyone could have said it, but Roy meant it.’

Immediate benefits

Several months after the training, how is KARL STORZ ENDOSCOPY (UK) Ltd different? And how has the ambitious exercise benefited the business? ‘Inevitably, it’s near-impossible to quantify the benefits of such training,’ explains Jones, ‘particularly so soon afterwards. There are simply too many variables to allow attribution of changes to one event. That said we’ve identified clearly improved team upskilling, increased competence and boosted confidence. Additionally, the event met our brief to re-energise and invigorate our sales team, show that the company is behind them, and firmly re-establish internal sales focus.’

While the quantitative benefits surely lie ahead, continuing support from metamorphose since the conference is delivering more tangible value.

‘Since the summer, Roy has led several valuable sessions with my regional managers to consolidate learning points. We’ve also run regional training events inspired by our day at Chateau Impney.

It’s another example of how metamorphose met our brief for training to be transferable into our in-house training package. We’re also looking at where else we’d benefit from meta-morphose input. Our HR department is also working with them – adding even more value to our business.’

We’d recommend them unreservedly

Based on his experience with metamorphose, Russell Jones and his management colleagues will also recommend the team beyond their internal network:

‘Roy and his team understood our needs perfectly, delivered training that met our brief and significantly improved our salesforce. They’re skilled, professional, friendly and fun to work with – a training partner that we trust implicitly and can recommend unreservedly.’

MORE INFORMATION

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