



Living Sales™

Living Sales



This head...
is worth its weight in gold.



These hands...
ought to be insured.



This ear...
is worth millions.

They belong to **LivingSales™**... do you?



Introduction:**Sales is a philosophy – not a department.**

Anyone who works in sales knows how important their skills are. The bottom line is, without sales there is no business. Sales skills touch more aspects of business than any other skillset. They have the greatest potential to impact your company's sales performance and your customers' experience – both positively and negatively.

At Huthwaite, our research proves that the companies which not only survive, but thrive, are those that develop a wholly sales-centric culture, embrace and champion sales, have a true understanding of customer needs and business issues and ultimately deliver the right solutions. These are the organisations that have integrated the necessary sales skillsets as a core requirement - and implemented them, not just for those involved directly in selling, but for employees at every customer touch-point. In short, sales must be a business-wide philosophy, not a department.

Living Sales™: a new way to sell.


Living Sales™ is a new way to think, thrive and achieve. Based on our continuous research into which sales behaviour impacts most positively on a company's bottom line, Living Sales™ is a unique philosophy of sales performance improvement that challenges and changes the perceived worth of the sales role.

The successful organisations of the 21st century will be those that align sales with structure and process, incorporating Living Sales™ into the very fibre of their operations. They will be the businesses that understand the true science of selling.



Sales is a philosophy – not a department.





Our clients see
things differently
since working
with us.

Change behaviour. Change results.

When you live a philosophy – be it a religion or a lifestyle – it directs your behaviour.

With Living Sales™, Huthwaite embeds a sales-driven philosophy at the heart of your business. It's built on everything we've learned about the behaviour of the most successful salespeople. That philosophy re-emerges as positive, sales-driven behaviour – right across your business, and at every level.

We've proven that by changing behaviour, you can change results; we've been so successful in helping our clients' businesses grow that some major blue chip clients have chosen to work with us for more than 25 years.

Sales is everyone's responsibility.

Everybody sells.

Unless everyone in your organisation lives and breathes sales, trying to use sales performance to improve your business could be like trying to persuade water to run uphill.

Your sales team may pull out all the stops, yet still not make the sale – and never understand why.

To bring in the business, salespeople need the support of all their colleagues – from the way incoming calls are handled through to accounting, customer service, technical support and everyone else - even the mailroom. Living Sales™ penetrates every department: everyone works as a team, sharing a common goal - the business' success.

Sales is everyone's responsibility.



People are only human.

Our success has been built on understanding the way people behave, and helping them to learn, remember and use those behaviours most likely to lead to success.

In an increasingly competitive world, the way your people behave can make all the difference in winning sales. Teaching the right behavioural skills will help your business grow.


Living Sales™ helps people to understand the importance of their role, and how their behaviour can impact on the customer experience. It puts positive, sales-driven behaviour at the core of everything you do.

And it's not just for salespeople.



And it's not just
for salespeople.





Successful businesses of
the future will be those
which live sales.







One size doesn't fit all.

Since it's your business results we'll be helping to improve, it's to your business that we'll tailor our approach.

Your behaviour change solution will be based on extensive insight into your business and the issues which may be preventing you from maximising sales success.

Of course, sometimes consistency is a good thing. That's why, when we roll out a behaviour change programme across departments, sites or even countries (in 24 languages), everyone gets the same message, helping you speak a common language to your customers.

We know more about the behaviour of successful sellers.

We know a thing or two (or 35,000) about sales: we've been studying behaviour in real sales situations since 1974; recording and analysing interactions in 33 countries.

There isn't a type of selling that we don't know inside out and back to front, or don't know how to improve.

So whether your sales model is transactional, strategic or consultative, we can make it more successful – permanently.

How long is a piece of training?

UK companies spend over £30bn a year on training. Yet over half of them have no idea whether or not it makes a difference to their profits, efficiency or customer satisfaction.

That's not really good enough, is it? We've developed a series of bespoke tools to make sure that, by living sales, your business can change for the better, and demonstrably benefit.

Don't let anyone tell you that change is like a piece of string and can't be measured. It can. Call us and we'll talk you through some of the ways we do it.





Different, four ways.

All that experience and all those insights are behind our powerfully effective behaviour change solutions. And we think there are four reasons why it's so successful:

Our approach

We operate an industry-leading four-stage consultative process: content diagnosis, process diagnosis, intervention and integration. It identifies skills gaps and we don't always recommend exactly what you expect. Why don't you ask us to talk you through it?

Client interventions

Businesses and sales functions interact with their customers on three levels: transactional, strategic and consultative. The way you sell should drive the way your organisation – and everyone in it – behaves. So we'll gear your training to match your selling environment.

Customer touch-points

Unless your sales teams get the support of everyone else in the organisation, your business will never realise its full potential. So, we look at interactions between you and your customers and improve the behaviour and performance of those people whose role it is to sell, whilst giving those not directly involved in sales an awareness of how their behaviour could impact on sales outcomes. We seek to create an organisation that lives and breathes sales, a Living Sales™ organisation.

Developing skill-sets

We can improve the behaviour and performance of everyone in your business, as well as helping salespeople develop the skills they need for different types of client relationship, at each stage in the sales development process.



Been there, done that.

Not only do we have experience in just about every sector, but we employ people who've worked in them, too. Which means we understand the challenges faced from manufacturing and retail to heavy engineering; banking to contract cleaning; and IT to healthcare – we know the business.

If you'd like to know more about the impact of our training on companies in these sectors, visit the case studies section of our website, or we can send them to you.

Still doing it, around the globe.

In 24 languages and 33 countries, Huthwaite training rolls out around the world every day. Which is a huge relief if you're looking for a consistent international solution.

Isn't it time *you* started Living Sales™?

Isn't it time you started Living Sales™?

Some of our clients . . .

Abbey	IBM
ABN Amro	Johnson & Johnson
Albion Chemicals	Johnson Controls
Alliance & Leicester	Joy Mining Machinery
Allianz Cornhill	Kodak
Arrow International	London Business School
AstraZeneca	Macmillan Cancer Support
Atlas Copco	Morgan Stanley
Bank of Ireland	Motorola
Bard	Oracle
Baxter	PC World
Bayer	PricewaterhouseCoopers
Beckman Coulter	Reuters
Bradford & Bingley	The Rezidor Hotel Group
British Airways	RBS
BT	Royal Mail
Cable & Wireless	Siemens
CP Desoutter	Skandia
Dell	Sony
Deloitte	Standard Life
Domino	Sun Chemical
EMC ²	T-Mobile
Ericsson	The University of Nottingham
Eversheds	UPS
George Wimpey	Warburtons
GlaxoSmithKline	Wheelabrator Group
Google	Xerox
Hertz	Zurich
HP	

Living Sales™: A new way to think, thrive and achieve; Living Sales™ puts selling at the heart of business. In fact, it's a recognition that without sales there is no business. The successful organisations of the 21st century will be those that adopt Living Sales™ and make it a part of their ethos. These will be the businesses that align sales with structure and process, and the companies that understand the true value of selling.

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Our clients see things differently since working with us.