

## ACC Telecom Communicating the Consultative Approach

Adding value in an increasingly competitive market place is a task facing companies in high tech and traditional industries alike. ACC Telecom (ACC) launched in 1992 as the third largest telecoms provider in the UK alongside Mercury and BT. Since that time, deregulation of the telephony market and technological innovations have opened up opportunities but also increased competition. Offering telephone services and support to business, health, education and homes users, ACC first established itself by competing on price and was recognised as being the most competitive. However, price is no longer a distinguishing factor and there is now a need to differentiate

ACC and its services from those of others through their sales and marketing approach.

The challenge for ACC has been to adopt a consultative sales approach - to be seen by their customers as communications consultants rather than just telephone sellers. A key step towards achieving this was to work with Huthwaite International to develop the skills of its sales people. All three functions involved in sales - Direct Sales, Telesales and Account Development and Retention (ADR) teams all participated in the SPIN<sup>®</sup> Selling Skills training in order to provide ACC with a consistent sales language and framework for account development throughout the company.

Huthwaite consultant, Alastair Black, worked with ACC managers to design customised role plays and programme materials in order that real life sales situations could be reflected in the training programmes. Line managers were trained in SPIN<sup>®</sup> Coaching Skills to help them continue to develop the skills of their people after the initial training.

Commenting on the training, Clive Waters, Product Manager Business Services said: *"Feedback from our salespeople has been very positive. It is important that as a company we are competitive in all aspects of our operations. This training is part of a continuous drive for greater professional standards and competitive edge."*



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