

Sizmek Team & Sales Academy



The brief:

Sizmek ensures some of the world's largest agencies and brands engages their audiences through digital advertising campaigns. They worked with Inspire to develop a programme covering three distinct yet overlapping areas: team-building and integration for the account management team; a co-ordinated approach to key client sales strategy in the UK and Germany; and two motivational and skill development EMEA sales conferences, linking the new mission of Sizmek with sales targets on the ground.

The programme:

The programmes were designed to: motivate the EMEA Sales Teams; underpin their confidence and balance their approach to clients; build an account team that worked together and collaboratively with internal and external customers; produce proactive Sales and Account Plans that grew revenue from strategically important accounts; and develop a united approach to identifying key clients and defining which solutions best addressed each client's needs. Inspire ran all three programmes over 2013/14.

The result:

The programme achieved its objectives. The account team developed tools to effectively work together and better collaborate with other teams in the business, leading to improved client management.

The EMEA Sales team were motivated to go back into the field with greater resilience and a real understanding how the new vision could be applied to the sales process. They also learnt a new language that enabled them to speed read and build rapport with their clients.

The core EMEA Sales Teams developed a bespoke approach to identifying the key clients and stakeholders that will generate their best return, and how they can communicate with these clients to ensure they hit challenging targets.

What they said:

"I've been in sales for 17 years, and this is the training programme that everybody has put into practice..... Everybody is really positive, really motivated and it has worked."

Shirley Smith – UK Sales Director

"It was a great success ... we can track the fact that we are winning new business as a result of the sales programme."

Ben Walmsley – UK Managing Director

"What was amazing about the training was it was able to adapt to the personalities in the room and get the best out of them all."

Laure Philippoteau – Group Manager Client Service