



Catseye
Leadership Development

Emotionally Intelligent Sales

intuit.

Improving sales through emotionally intelligent communication #EQsells

The client

Intuit are a leading Californian tech company, specialising in cutting edge software solutions for businesses and individuals. Catseye were asked to work with their sales team to help them initiate and build customer engagement in a relatively new marketplace for them.

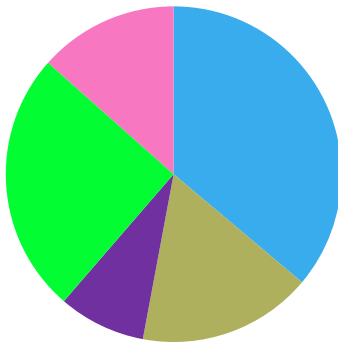
The brief

The sales team at Intuit in the UK had recently been established under the watchful eye of a dynamic and visionary leader. Their task – to grow their revenues across the UK and the rest of EMEA. Our brief – to equip the sales team with the EQ skills and behaviours to engage better with customers.

The solution

Through consultation with senior business stakeholders, Catseye identified the key skills and behaviours that would typically lead their sales team to generate a higher quality and quantity of leads – and in turn, sales. Together with the business leaders and the sales team, Catseye devised an innovative development strategy involving a mixture of facilitated workshops, skills practice sessions and even on-site coaching at a large marketing conference.

Blend of solutions



- Stakeholder analysis
- Team diagnostics
- Theory input
- Skills practice
- Performance coaching

The results

The sales team entered the conference with a high degree of confidence and a great level of awareness about how to develop trust and lay the foundations for buying and selling. Each team member also had a clearly laid out plan of the why's, the who's and the how's before they arrived. Having the Catseye team on hand for the day also helped them to quickly understand their successes and also those little bumps along the way so that they could grow and develop during the course of the event.

Key results experienced by the sales team were:

Improved
confidence

Easier and
better client
engagement

Better team
communication

Greatly
enhanced sales
performance



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Testimonial

“The key learnings from Catseye’s work with us became the foundation of Sales Leadership and Best Practice at Intuit. Over a year later those learnings are still being referenced, reinforced and put into use by the team which is the truest measure of how effective the combined approach was and how transformative the training was for the team.”

Dana James-Edwards – National Training Manager

Contact

Jamie Rowland was the outstanding lead consultant on this fine bit of work. To get hold of him or anyone else on the team, just email info@catseyedev.co.uk and we’ll get you a response as quick as a flash

OUR VALUES & GUIDING PRINCIPLES

What does Catseye believe in?

Real change

The merit of every individual

Doing the right thing

Being even better every time

CONTACT US

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