

Case Study

Overview

This Case Study captures key issues and results for a leading Fortune 500 Financial Services Organization.

The company highlighted in this overview provides services to customers who choose to work with a counselor over the phone, via the internet or mail. Licensed sales counselors provide financial recommendations and solutions to over 1000 customers each day. These counselors help customers with a wide variety of financial needs from retirement planning to college savings; from virtual banking services to comprehensive financial planning.

Objectives

- Implement a sales process compatible with the company’s core values
- Establish a common process and language of selling for the sales force
- Create marketplace differentiation through consultative selling
- Develop long-term relationships, increased customer persistency and asset retention
- Increase overall sales

Solutions Implementation

Five years ago, the entire sales group, including managers, graduated from Integrity Selling®. Every year, significantly higher performance and sales goals were established for the division. This business unit partnered with Integrity Solutions® to develop creative tools aimed at adapting the principles and process of Integrity Selling to their unique distance-selling environment.

In addition, graduates of the program participated in the Integrity Selling Advanced Sales Sessions. Managers also followed an intense sales coaching schedule to reinforce principles and develop their team’s skills. The goal was to ensure Integrity Selling was embedded in their sales culture. Today Integrity Selling is still a “living and breathing” part of how sales counselors and managers interact with customers on a daily basis.

To ensure the momentum continues, all new sales counselors and managers attend Integrity Selling. The leadership team has also developed hiring standards, a call review process and recognition programs centered around the principles of Integrity Selling to ensure managers model, coach, reinforce and reward to the process.

Impact



- Asset retention results have tripled from \$785 million to \$2.5 billion
- Additional assets captured increased \$147 million
- Continued retention of high performers
- For the past 5-years, the ‘Top 10’ sales counselors have been Integrity Selling graduates

“Integrity Selling® raises the bar for the service we provide our customers and supports two of our company’s core values: Customer Focus and Integrity. This program is the foundation for our success!”

Sales Officer, Leading Fortune 500 Financial Service Company

“Since we incorporated Integrity Selling® into our counselor development 5 years ago, we’ve seen our sales results more than triple while still maintaining a consistent number of sales counselors. What I’ve seen as an indication of this success is that what began as the foundation for our development process has expanded to also become the cornerstone of our culture.

From hiring, through training and during coaching - Integrity Selling® has become who we are and how we do business. As one counselor recently stated, ‘You just have so much confidence when you’re paid and encouraged to always do what’s right for the customer.’”

Manager - Sales & Training Development, Leading Fortune 500 Financial Service Company