

Case study: Sales Toolkit development – Small Business Mobile

The client

Major leading cellular carrier

The challenge

To develop a sales toolkit to trial launch a business package offering to small business customers. The channel to market used for the trial were existing retail stores, staffed by consumer focused staff.

Market context

The small business sector forms a significant market sector for cellular services, but has different behaviour and needs from the consumer sector.

Approach

FirstPartner was engaged to rapidly build the Sales toolkit package, auditing any existing material and internal and external information portals. The proposition was built by developing profiles of customer segments, usage cases and needs. These were reinforced by using the sales methodology structure and building typical packages to meet needs. Staff training material also focused on building role play scenarios to practise recognising target customers and engaging them to determine their needs.

Key deliverables

- Target customer segment profiles identifying needs and behaviour
- “Train the Trainer” course and notes
- Sales reference manual

Project delivery

The sales toolkit was launched to time and has been used successfully with trial store staff to gain market traction in the small business market sector.

