
Case Study:

Growing B2B Sales with a New Talent Strategy



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The Challenge

One of the nation's leading wireless carriers was struggling to improve employee performance and retention among its five B2B sales channels. Recent operational changes had led to fragmented activities and an inconsistent employee experience. Meanwhile, the competitive marketplace were influencing a numbers-driven sales culture with a short-term mindset and few incentives for managers to emphasize talent and career development. Our client engaged Point B to assess its talent strategy and provide a path forward.

Moving the needle

We interviewed 40 stakeholders across the company's five B2B sales channels to assess their talent strategy needs and degree of business maturity. It was clear that major pain points revolved around lack of direction, too little training and communication, and a general unawareness of existing resources in the areas of talent and career development.

Based on our assessment, we developed a talent strategy for each sales channel. We tailored industry best practices to the organization's unique culture across the entire employee lifecycle—from hiring and onboarding to continuing education and leadership development.

What was most important in moving the needle? We worked closely with sales leadership to sequence the work to be done based on level of impact, effort and organizational priority. We built this work into an implementation plan that included a detailed roadmap, a recommended governance and team structure, clear metrics and reporting, and change management and communications plans.

Making change consumable

How much change could the company absorb? To deliver an implementation plan that the organization would accept, it was crucial to know when and where we could push the boundaries. We gained leadership support by pairing the new talent strategy with metrics that showed how the strategy would get results. We used language familiar to our client's culture, which made the plan relatable and easy to understand. We also led a number of quick wins that engaged employees early on—building adoption and confidence.

Growing talent, growing sales

Our client's new talent strategy equips its B2B sales channels to hire the right people and set them up for success. Sales channels are on track to increase employee satisfaction and leadership development, decrease the time from onboarding to full productivity, increase the number of employees meeting sales quotas, and reduce turnover. Sales leadership is excited for the future and sees new development opportunities—an invaluable asset in a hyper-competitive industry.

Find out how Point B can help you achieve your vision. Visit pointb.com or contact us at insights@pointb.com.