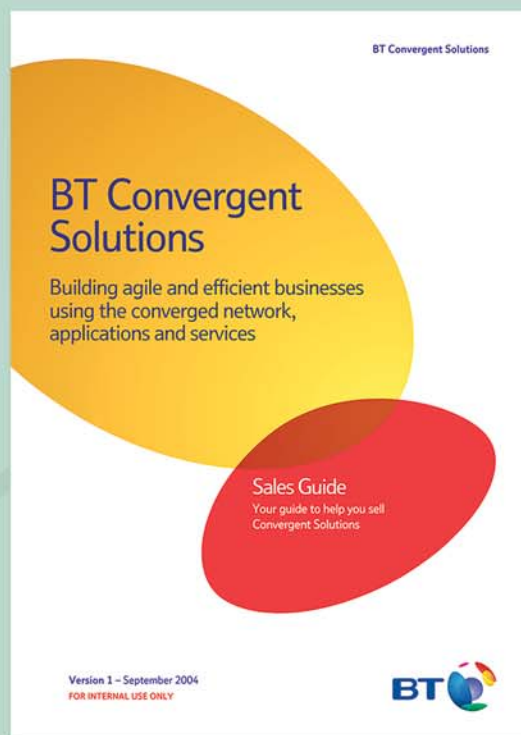


### BT's challenge

BT is rapidly building its position as an IT and network provider - a business based on converged networks, broadband, information technology and services. BT is already known as a trusted, reliable telecoms supplier, but it also wants to be known as a company that understands and meets its customers' needs and a company at the leading edge. When it comes to business customers this means providing complete solutions to business needs, not just switchboards and circuits. BT has a wide breadth of these solutions, but their salespeople were finding it hard to articulate to their customers exactly how BT could benefit their business and why they are superior to the competition.



“The Sales Guides define and explain our solution propositions very well, they are focused and easy to digest and have been well received by our salesforce. The Interactive Sales Kits have been really popular because they are a complete sales resource that can be downloaded from our intranet, and they are always up-to-date.”

*Nicola Bamfield – Convergent Solutions  
Marketing Manager, BT Global Services*

### Action

BT wanted to focus on their customers' business needs: “We had plenty of information about our solutions, but it was mostly technical and did not cover what our salespeople needed to know – things like the business value, the competitive position, and how to qualify” said Shakera Mohammed, of BT Global Services. When they saw the Strategic Sales Program, BT realised that it delivered exactly what their salespeople were asking for. They selected the Sales Guide and Interactive Sales Kit as the core of the new material they were providing to salespeople.

### Results

BT found that the Strategic Sales Program process worked equally well for complete portfolios, such as their Convergent Solutions portfolio, as it did for individual solutions. Ms Mohammed commented: “The process of building the Sales Guides with Solutions for Sales helped to align views across departments, and accurately identified the key sales messages and business benefits. We very much appreciated the attention to detail of Solutions for Sales, which provides real depth to the selling information”. The Sales Guides have proved popular with salespeople, even before the formal launch they were being passed between colleagues. They are now helping salespeople turn the convergent solutions message into real business advantage for BT's customers.

The Strategic Sales Program is only available from Solutions for Sales Ltd

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