

# Procoach<sup>™</sup> Case Study

## Direct

Making people better at selling, giving customer service and managing others



## First past the finishing post

### Company Background

Trading Post offers classified and display advertising throughout Australia. Up until 2001 the titles in each state were separately owned and 95% of revenue came from print advertising. Since its acquisition by Sensis, a division of Australia's dominant telecoms company Telstra, it has become a national business and has expanded its sales operation to include outbound telesales and asking its field salesforce to sell online advertising and longer term campaigns.

### The Challenge

**John Brand**, the **General Manager of Trading Post** said, "we had a range of challenges that implied more than just sales and product training. We introduced web advertising, a range of specialist features and were facing very price aggressive competition. Our display sales team needed to be more effective, as well as take new products into different markets."



**Prosell**

People • Performance • Improvement



## Solution

**Peter Fullbrook**, MD of **Prosell** Australia recalls, "it was clear from the start that Trading Post was interested in improved performance, not just training courses and as a result gave us a brief based on very clear business objectives. It was not a difficult decision for them to select **Prosell's** coaching service - **Procoach**<sup>™</sup> Direct, as we were the only solution that set clear result objectives and showed a step by step process to achieve those objectives."

## Implementation

**Prosell** put in place the tools and tracking devices to manage a sales coaching programme. This programme was supported by workshops and sharing of best practice amongst the sales team.

**Barry Sanders**, **General Manager Sales**, said, "Our salespeople were delighted that they had support from knowledgeable coaches. It helped them to improve their individual revenues and of course, their commission"

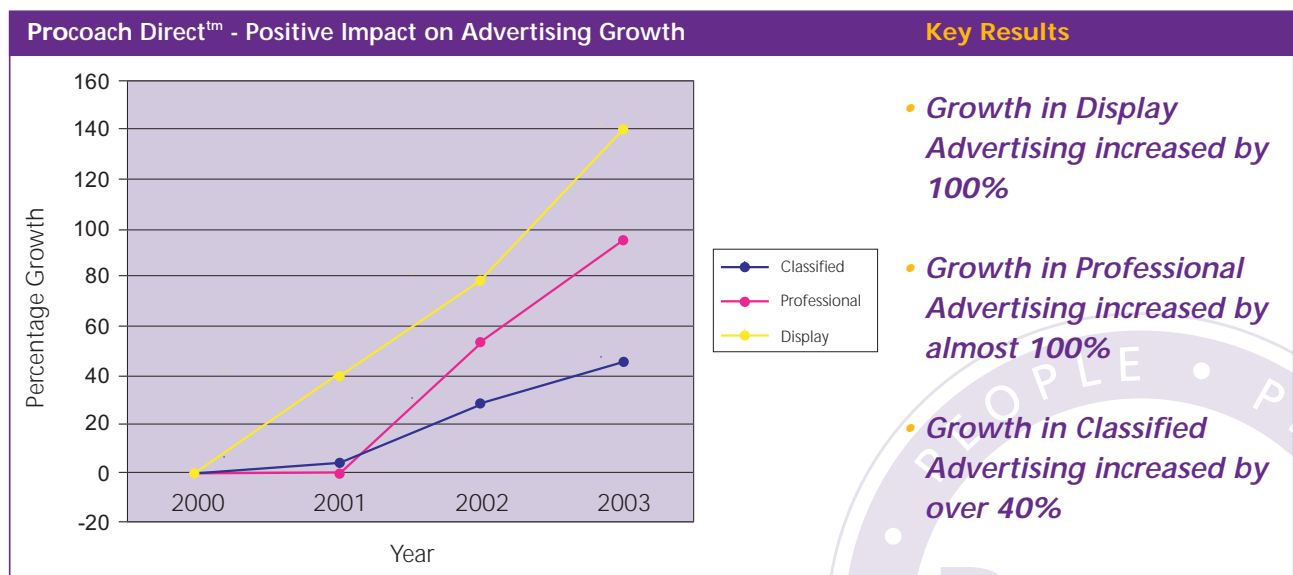
## Results

The graph shows the percentage increase in sales in the three revenue streams that the coaching focused on. **Barry Sanders**, notes; "they (Prosell) are very results orientated and they demand of us, as clients, that we do measure them. **Use them, they get results.**"

## Learning Points

"**Prosell's** approach allows us to get very close to our clients business and make a clear impact, as well as advise on better approaches for maximum return" comments **Jonathan Lowe** **Business Development Manager**.

**Jonathan Lowe**, further remarks, "This close relationship with our clients has resulted in a very positive financial result for Trading Post and I am confident that you will not find a level of service and commitment that will beat **Prosell's**."



To find out more about **Procoach**<sup>™</sup> Direct, please contact us on +61 (0) 2 9906 5755 for Australia and + 44 (0) 870 855 3000 for the United Kingdom or visit [www.prosell.com](http://www.prosell.com)

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