

Client testimonial – Nortel

The Nortel challenge

Nortel's Enterprise and Carrier Divisions had been using the Solutions for Sales printed Sales Guides for several years to enhance the effectiveness of their own and their channels' salesforces throughout EMEA. Now the marketing organisation was seeking a streamlined, online solution that would encourage even greater use of Nortel sales support material.

The sales effectiveness team at Nortel spent several months scouring the marketplace. Although there were many Sales and Marketing consultancies, Nortel discovered that none could cover the full spectrum offered by Solutions for Sales. So the UK marketing organisation worked with Solutions for Sales to define an e-version of the Nortel Sales Guides, based on Solutions for Sales' existing Interactive Sales Kit (ISK) product.



“The major contribution of the Interactive Sales Kits is that they get salespeople interested in the solutions and motivated to learn more. The Solutions for Sales process helps us to analyse and refine our sales messages, and we can re-use the developed material in our own sales support material and business cases. Overall, the Interactive Sales Kits equip front-line salespeople to recognise an opportunity and enable the entire sales support organisation to perform better in front of the customer.”

Gillian Towell,
Leader, Carrier Sales Support, EMEA, Nortel

Action

Once the e-version had been defined, Nortel lost no time in fully leveraging the new format. By the end of 2006 no fewer than 7 ISKs had been produced and delivered to the various salesforces, with four more in the pipeline. The subject matter ranged from Carrier solutions such as IPTV, IMS and WiMAX, to Enterprise vertical solutions like Healthcare and Higher Education. In one case an ISK was produced for use not by Nortel salespeople, but by the salespeople in Nortel's network operator customer base, to help them sell services that are supported by Nortel solutions. Some ISKs were delivered to salespeople on CDs or DVDs, while others were made available online, hosted on Nortel's Intranet.

Results

The e-version of the Sales Guide has proved popular with Nortel's highly IT-literate direct salespeople and their channel salesforces. The format focuses on the key market and business drivers, and explains how Nortel solutions deliver superior benefits to customers. One section advises salespeople how to beat the competition, while another provides easy-to-read-and-remember case studies where Nortel has made a significant impact on customers' business operations. At any time, users can access more detailed, relevant information in other documents with a simple mouse click. As Chris Tolmie, responsible for Enterprise sales effectiveness observed: “The average salesperson doesn't have time, or won't make the time, to wade through all the documentation we produce. The ISKs provide a way for salespeople to find key information quickly, and this helps us win more sales.”

The project has proved to be a success, with salespeople responding positively to the new format. The exercise has demonstrated how the underlying fundamentals of the Solutions for Sales Strategic Sales Program can be adapted to support a customer's specific sales support requirements. By continuing to work closely with Nortel's sales effectiveness team, Solutions for Sales will ensure that the Nortel ISKs remain as immediate and valuable as they are today.

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

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