

FINALIST

Best Supplier Partnership

The Firm Awards 2020

Identifying, Understanding & Maximizing Sales Talent

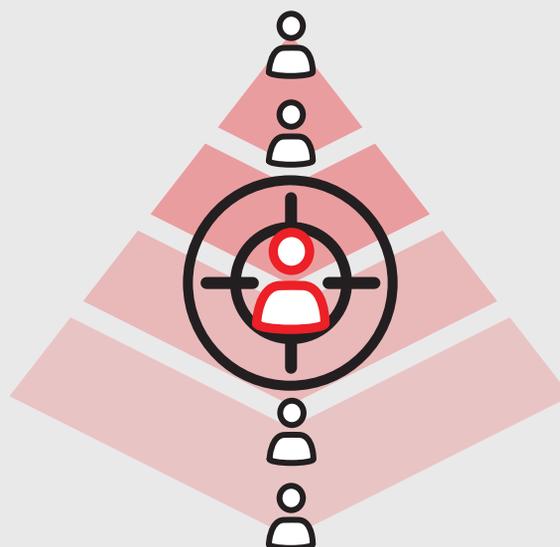
The Challenge

As one of the world's premier technology companies, **Fujitsu were looking to maximize the potential of its salesforce** and further engender a culture of continuous improvement and excellence.



As part of this initiative, they wanted their salesforce to take part in a development project whereby insights into strengths and challenge areas were highlighted and fed back at the individual, team and business level.

At the heart of the project was the introduction of a new **sales competency model**, which was to be used to assess the salesforce.



The Solution

We underpinned Fujitsu's new sales model with the predictive power of Wave by mapping its behaviors to these new competencies.

Over 700 sales staff in EMEIA and North America completed the Wave Professional Styles questionnaire and received an individually-tailored sales development report.

The report highlighted how each individual could develop their strengths and address challenge areas the 'Fujitsu way' to drive better sales performance.

This process was advocated by the sales leaders at Fujitsu who shared their own report, fostering a collaborative culture where individuals could create their own personal agency.



The individual data was aggregated so each manager could see collective strengths and development needs of their teams, and further aid them on their development journey.

Alongside this, Saville Assessment sought to 'validate' the mapping and understand the extent to which each Fujitsu sales competency and its underlying behaviors predict performance.

Benefits to the Organization

QUALITY



Overall, the sales competencies as measured by Wave provided a strong prediction of performance. Behaviors relating to drive, innovation and openness were the strongest indicators of success.

ENGAGEMENT



The valuable insight gained at an individual and team level helped create a culture of continuous improvement and excellence.

EFFICIENCY



Over 700 individuals across North America and EMEIA took part in the project virtually, with minimal disruption to their day job.

COST



The ability to identify, select and develop salespeople against a robust framework for success has increased the likelihood of better sales performance through revenue generation.

DIVERSITY & INCLUSION



Fujitsu continue to use the Wave assessment, aligned to their Sales Competencies, in selection, onboarding and development, ensuring fair and objective talent management practices.

“The results have mirrored the ‘voice of the customer’ feedback from our longest standing clients. It highlighted a need for our account teams to make sure our most important clients are aware of all the great innovations that are available to them from across the business and has emphasized the need to drive this innovation through co-creation. We will use this insight alongside our learning and development function to focus on these areas with the aim of driving even higher customer satisfaction.”

- Fujitsu