THE METHOD.

CASE STUDY: SALES CLIENT RELATIONSHIPS PERFORMANCE

CLIENT / CONTEXT

A global technology and consulting organisation. Client relationships were being brought together following a major acquisition.

THE CHALLENGE

As long-standing client relationships moved to new teams, the organisation needed people to handle transitions, handovers and introductions with enough professionalism and consistency to sustain client trust through the change.

THE SOLUTION

THE METHOD gave teams a clear performance enhancing process for shaping client interactions deliberately – creating clarity, confidence and professionalism, even when conversations became unpredictable or demanding.

PERFORMANCE PROGRAMME

THE TOOLKIT: THE INTELLIGENT INFLUENCER

- One 180-minute session developed participants' ability to understand different personality types, adapt their influencing style authentically and communicate in ways that better appealed to the emotional triggers that motivated different people.

THE STUDIO: REHEARSAL LAB

- One 180-minute experience gave participants opportunities to test their new behaviours in individual and small-group communication challenges, with directive coaching, observation and feedback.

Together, the programme helped participants consciously manage their behaviour in client transitions, handovers, introductions and relationship-building conversations.

BUSINESS RESULTS

+7 POINT INCREASE IN CUSTOMER SATISFACTION

The increase was recorded among key clients during the post-integration period. As the organisation moved through the integration, clients reported greater confidence in who they were dealing with and what the combined business could deliver. New and transferred relationships also settled more quickly, while everyday client interactions were reported as clearer and more dependable.

PROFESSIONAL PERFORMANCE

98% felt more confident representing the organisation in customer interactions.

97% reported demonstrating greater professionalism in every customer conversation.

95% believed they built trust more quickly with customers.

"Clients felt clearer about who they were dealing with and what they could expect from us, even while the business was still integrating."

Managing Director (UK/EU)

PROGRAMME CONTINUATION / SCALE

As teams and responsibilities continued to evolve, the organisation retained the performance process beyond the initial transition to help maintain a consistent client experience.