

# Essential Foundation of Sales Management ISM Accreditation

One of Britain's leading merchants, Howarth Timber, recently conducted a transformation of their National Sales function. As a result they required a sustainable development programme for their annual Graduate Sales intake as well as their External Sales teams. It was essential that the programme was bespoke and designed with specific industry knowledge. BESMA Award winners Reed Consultants were selected as the lead supplier to design and deliver both programmes. Having over 5 years in Sales Learning and Development coupled with a vast experience in the Builders Merchant sector Sue Reed (Director) led the successful design and implementation.

The main programme objective deliverables were to ensure that the Sales Teams had a clear understanding of the company operational functions and the role specific KPI's required to contribute to increased sales growth in a challenging but rewarding industry sector.

**“It was a pleasure to act as head judge as part of Howarth Timber's Essential Foundations of Sales Management programme”**

Dave Millichap, Corporate Account Director - Institute of Sales Management.

It was important that the Profitable Sales Growth Projects were delivered to a very high standard in order to reach external recognition. Reed Consultants provided insight and expertise and worked closely with Howarth Timber's National Sales and Branch Management Teams, to design and implement the programmes which included three workshops within the Essential Foundations of Sales Management, including 1-2-1 mentoring, plus:

- Six months operational excellence
- E-learning
- Builders Merchant Product Knowledge

A group of development providers including BMF, Perfect Vision and Cortexa worked closely together to ensure a full sales talent development programme was offered throughout the year, ensuring the sales function became recognised as a profession in its own right.

The results at the end of both programmes were presented to a panel of senior managers and invited guests including Dave Millichap from the Institute of Sales Management and Tony Hogan from Perfect Vision.

The individual Profitable Portfolio Sales presentations were delivered against a stringent criteria meeting the requirements of both the National Sales Teams as well as Perfect Vision - a registered, Institute of Sales Management, training centre. Both sales and profit growth margins that were achieved were in excess of the original targets and were endorsed by the panel.

**Geoff Cosslett, Area Manager for North Lancashire**

commented “It was a privilege to be there and see so much positive progress and development for three individuals in such a relatively short time! The course obviously delivered thank you Sue, with great backing from our branch mentors! Good luck to Tom, Josh and Alistair in what we hope will be long and successful careers with HTBS.



Pictured L to R: Holly Bowles (National Sales Office)  
Anadi Dey (Group Head of HR ) and Sue Reed (Reed Consultants)

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Sue Reed (Reed Consultants) and Dave Millichap (Institute of Sales Management)

"I was extremely proud to design and deliver the programme that ranges from sales strategies, life long business skills and customer relationship management, all encapsulated by the 70/20/10 model for learning and development. I will watch with interest how Joshua, Thomas and Alistair's careers develop". **Sue Reed, Director of Reed Consultants**

"Great day at the Graduate Development/Sales Programme which allowed the 3 individuals to

showcase their amazing commercial achievements. Fantastic tangible sales delivered, business life skills for them all and destined for a great future within the business. Congratulations to Joshua Chaplin, Tom Woodcock and Alistair Dickinson. Thanks to Dave Millichap from the ISM, Tony Hogan, John Finlay, Sue Reed, Holly Bowles, Dean Schofield, Paul Barton and Aron Ford. Collectively you have all made this programme an amazing event". **Anadi Dey, Group Head of HR, Howarth Timber**

**"A great day at the Graduate Development/Sales Programme which allowed the three individuals to showcase their amazing commercial achievements"**

Anadi Dey, Group Head of HR, Howarth Timber.

"I was blown away with the professionalism, confidence and presentation skills, along with the desire each graduate conveyed in their approach to ethical selling. This is clearly impacting on the increased revenue and outstanding customer service. Sue's passion and expertise are clearly crucial to the success conveyed which are the core to the ISM's mission in terms of developing the next generation of Sales Professionals. Howarth Timber are leading the way in terms of investing in the professional development of their Sales people which they rightly view as crucial to their ongoing commercial success. The returns on investment around this programme are clear to see and I look forward to building on our partnership while recognising Howarth Timber through ISM media channels". **Dave Millichap, Corporate Account Director - Institute of Sales Management.**



Pictured with Anadi Dey (Group Head of HR) and Dave Millichap (Institute of Sales Management) are from L to R, Thomas Woodcock, Joshua Chaplin, and Alistair Dickinson