



Ecolab Sales Academy

A highly professional and ambitious Academy that focuses on Sales Excellence



Operating in more than 160 countries with 26,000 worldwide associates, Ecolab is the world leader in cleaning, sanitising, food safety and infection control products & services. With global sales topping \$6 billion, the Minnesota-based company has been servicing its broad-range of customers for over 80 years.

Ecolab's Healthcare Division delivers hygiene products and services to the likes of the NHS, acting as a total solutions provider in areas such as catering equipment, instruments and hand sanitation. Its quality chemical formulations, unique packaging design and innovative dispensing systems focus on infection prevention, sterile processing, as well as the operating room.

Exceptional Service and Brand Values

Despite the complex structure and spider-web decision-making process within the NHS, Ecolab want to offer a comprehensive service across the entire organisation, helping individuals in separate areas meet and maintain their standards. With a commitment to deliver exceptional service to these multiple stakeholders, while enhancing its brand values, Ecolab decided to establish a Sales Academy that would offer the best-in-class training in the Healthcare Infection Control industry.

A strategy for the project was subsequently put in place and was supported and embraced by senior managers using integrated professional sales tools and processes. The Sales Academy would be a platform for a 'learning journey' that incorporated financial training, presentation skills, scientific product knowledge, Myers Briggs assessment and sales training with AchieveGlobal.

Alison McCaig, Talent Development Officer at Ecolab said it was important to have an experienced training partner with a track record in Healthcare from the outset.

"AchieveGlobal was involved from the start and helped to refine what we were looking for."



Developing the 21st
century workforce™

Consistent Language with Professional Techniques

With a training offering that aims to be compelling, participative and empirical, AchieveGlobal was able to recommend a series of development programmes covering Professional Selling Skills, Account Development Strategies and Professional Sales Negotiation. The idea of the behavioural change initiative was to take a holistic approach, ensuring the sales teams had better skills to build better relations with key customers, adopting a consistent language across all personnel and learning to manage their accounts using more professional techniques.

A core team was set up that included Area Sales Managers, Marketing, Talent Development Manager Alison McCaig and AchieveGlobal Account Manager Joanna Gallear. This ensured that there was the all-important buy-in from the management team, as ownership was a crucial component of the project's success. Indeed, all managers invited their teams to the training in writing, explaining why it would make a genuine difference, as well as attending a coaching skills day so that anything learned could be reinforced in the future.

“We wanted a trainer who knew the healthcare environment, had good product knowledge and was able to share experiences and best practice. We got all of this with the choice of AG’s Bob Hackett.”

AchieveGlobal’s trainers identified several issues and challenges for the programme attendees. Customer retention & loyalty, demand creation, networking & relationship building, market standout and an emphasis on margin & profit, were all key considerations in determining the definitive programme and so the Best-In-Class format looked at three main areas of development. Firstly, Consultative Selling Skills to talk about Ecolab in a way that relates to “need behind the expressed need”; the second area, Account Management Skills, would focus on broadening the audience network and negotiating profitable deals, while Coaching & On the Job Development would ensure that individual managers keep and nurture the new and relevant sales skills gained.

Skills Extension

Monthly business reviews were held to discuss the state of existing and new accounts and Mastery tests were completed to conclude that there was a thorough level of comprehension following the training. Moreover, with effective implementation a programme imperative, regular sales field trips took place to guarantee that all new skills, from preparation and identifying needs to negotiation and closing, were being supported and utilised.

AchieveGlobal’s ‘Making It Stick’ philosophy was an important part of the training measurement. It helps to monitor ‘Reaction’, gauge ‘Learning’, ‘Transfer’ behavioural change and evaluate ‘Results’.

“AchieveGlobal was serious about helping to embed the learning; the training was just the beginning of a process and we were able to take advantage of their omnipresent support,” concluded Alison McCaig.



In evaluating its ‘Results’, Ecolab have built on the blended learning approach implemented by AchieveGlobal to create a motivated sales team that speak easily and universally in a new language about their accounts.

More importantly, despite the days spent out of the office on training, at product launches and conferences - all essential in order to cover the Sales Academy’s comprehensive agenda - Ecolab have increased its sales figures.

Michael Hawthorne, Managing Director of AchieveGlobal UK, commented: “Whilst essential behavioural change has been made in terms of skills and techniques, AchieveGlobal’s involvement as the sales training provider is only a part of Ecolab’s bigger picture and exciting innovation that is the Sales Academy. I am sure that it will play an integral part in the company’s future growth.”

AchieveGlobal Programme Specifics

Professional Selling Skills – Areas of Focus

- Process for conducting a sales call
- Prepare more effectively for a sales meeting
- Open call positively
- Develop a clear mutual understanding of customer needs
- Respond to customer concerns openly
- Preserve relationship when no sale made
- Close with appropriate, clear commitments

Account Development Strategies

- Introduce a practical yet structured process to develop accounts. Plan to create a presence, develop opportunities & close business.
- Have begun reviewing your account development strategies for existing and potential 'real life' customers
- Have a common Ecolab language & methodology for reviewing accounts with colleagues across the business
- Have a set of key concepts, tools & techniques for developing your accounts & building solid, lasting customer relationships

Professional Sales Negotiations

- Understand the difference between selling and negotiation
- What constitutes a successful negotiation
- Know when to begin negotiating
- Utilise four approaches to negotiating to ensure 3-way win
- Trade-offs
- Enhancements
- Splitting the difference
- Making a concession
- Walking away
- Conduct more effective negotiations throughout the sales process

About AchieveGlobal

In the 21st century, the level of human skills will determine organisation success. AchieveGlobal provides exceptional development in interpersonal business skills, giving companies the workforce they need for business results. Located in over 40 countries, we offer multi-language, learning-based solutions—globally, regionally, and locally.

We understand the competition you face. Your success depends on people who have the skills to handle the challenges beyond the reach of technology. We're experts in developing these skills, and it's these skills that turn your strategies into business success in the 21st century.

These are things technology can't do. Think. Learn. Solve problems. Listen. Motivate. Explain. People with these skills have a bright future in the 21st century. AchieveGlobal prepares you for that world.



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