

Most Effective Direct Sales

Teams selling direct to consumers have found success only with imagination driving some exceptional efforts this year, whilst sales and merchandising teams have been under more pressure to display FM's sales accountability. Examples of both made our finals.

Winner: Service Innovation Group (UK) & EDF Energy

EDF Energy is a £4,050 million turnover co. and its main associated brands are London Energy, SWEB Energy and Seeboard Energy. EDF has 5.4 million customers in the UK and c.50 million customers worldwide. The utility giant presented a brief to SIG (UK) as follows:

- To develop from start-up a direct national sales operation of 75 sales advisors to sell & market EDF Energy products within venues across England
- To acquire approx. 43,000 new customers in 12 months
- Deliver new customers at a cost not exceeding £120 per contract, whilst enhancing the reputation of EDF Energy
- To develop industry leading process management to ensure tight managerial control in all areas (field and back office) which would ultimately lead to surpassing client targets and maximum cost effectiveness/ROI for the client
- To ensure that the customer experience was not sacrificed by this route of sale

It was a tough brief and one in which SIG were one of several rostered agencies. SIG actually failed to reach the customer target, making 40,235 new contracts. But no one saw this as a failure - not for a second. First, 40,235 was the highest figure achieved by any team involved. Second, it had been done with call centre activity that thoroughly checked the consumer's

decision to change contract and that they were the householder empowered to make the change. Third, the campaign was delivered an astonishing £538,231 under budget. This meant that the cost per net contract reduced from £120 to £88. Part of SIG's achievement was clever use of their Internet tool Boost, which ensured that the cost of venue for each sales day was made uniquely accountable. By locating

best value venues, with no hidden or unexpected costs, SIG ensured that its face to face team could be best in class, whilst providing EDF with a new gold standard. EDF Energy's John Cope testified to the awards panel "SIG have confirmed to EDF Energy the viability of venue selling as a significant channel to market. SIG's approach to cost control has been refreshingly pro-active. We have renewed our contract with SIG."

Entrants should show how their work has excelled under at least two of the following criteria: territory planning and coverage, team uplift, sales uplift, brand category uplift, cost efficiency, ROI, co-ordination of direct sales with other brand marketing strategies



Brand Performer: ODM & The Post Office

ODM is the leading sales specialist in FM and once again the agency performed well in the category that it won last year. This year ODM provided a compelling outline of their growth curve selling the Post Office's telephone service, HomePhone. ODM's entry charted the relationship between agency and client as it developed, showing how the agency met growing demands by recruiting a bigger team and delivering more sales per day per headcount month by month.

Through a combination of training, building, and commission incentive schemes ODM moved forward from 28 execs in January, making 5.2 sales per day, through to 110 executives employed in March, each making 6.2 sales per day.

FM & BX Awards 2006

Brand Performer: Gekko Partners & Logitech

Gekko's entry focussed on reseller sales that were delivered by the agency using a variety of multichannel customer relationship skills.

Logitech appointed Gekko Partners because of our ability to provide IT literate, Logitech enthusiasts with great interpersonal skills to educate resellers on the benefits of Logitech's Products and increase sales percentage in the reseller channel.

By approaching the reseller programme with the right team and logic, Gekko's was able to deploy their 'Sales Pivot Table' a CRM device that showed the team

which resellers to focus on and how to improve performance with them. Telemarketers set appointments with resellers so that Gekko could learn and communicate the right effective information into the Pivot table for further analysis and improvement. The sheer level of improvement was extraordinary. In May 2005 reseller accounts were worth £4,844,190 May 2004 - April 2005. In October 2005 following 6 months of the reseller program accounts were worth £8,342,648 achieving a 172% (£3,498,458) Sales increase for Logitech.