

CASE STUDY: Marston's PLC Sales Training

If it ain't broke, don't fix it, right? But what if the old, reliable way of doing things in your business needs a lift to compete with new industry pressures? Marston's has been in the business of brewing beer and running pubs since 1890, yet recognises the need to shake things up every once in a while...

Last year, FTSE-listed company Marston's realised that the efficiency of its team of business development managers would benefit from discovering new, more engaging ways to target prospects, given the more competitive nature of the beer-selling industry has become in recent years.

Learning Cog stepped in to deliver a three day sales training programme, designed to introduce new tools and strategies to Marston's business development managers that would help them in the daily task of securing new customers.

"At first, I was concerned it was just going to be a box-ticking exercise and a bit of a waste of time," said Nic Atkinson, Business Development Manager at Marston's. "But right from the start, I could tell it was different."

The programme focused on identifying the different personality traits in others to deliver a more personalised way of selling based on what the customer wants.

As a direct result of using the skills he learnt on the programme, Nic secured a new account just a week after the training. He said: "You almost have to treat each and every time you speak to a customer as if it were your first contact with them. I feel I'm much better at listening to customers now."

David Glew, another Business Development Manager at Marston's with 20 year's experience in the trade is also enjoying the benefits of better rapport and stronger customer relationships.

Right after the training, he experimented with the strategies he picked up on the training course in his calls with national sales customers and then went on to adapt the approach to use with his free trade customers.

David concluded: "I can't believe how quickly the three days flew by and it was all relevant. There wasn't a single part where I could say 'this isn't for me'. Without a doubt, I came away from the Learning Cog training having gained far more than I expected to."