

# Transforming the buying experience...



## Client need

A world-leading oil and gas organization set out to improve its customers' buying experience. To do so, the organization needed to make a strategic shift towards customer centricity, which would require developing its people. Leaders at the organization would need a better understanding of the company's values and stronger negotiation skills to bring the strategy to life.



## The solution...

Seeking an outside partner to provide perspective and uncover deeper issues, the company partnered with BTS to:

- Develop a customized seven-month Account Manager journey that was implemented across the globe
- Help leaders gain the knowledge, values, and negotiation skills necessary to execute the strategy, through two learning modules which included pre-work, assessments, simulation exercises and role plays
- Implement new skills back on the job, with specific actions through follow-up work three months following the experience



## Results

**40% improved conversion rate in their sales funnel**

**44M Euro increase in revenue**



**I could identify new needs and opportunities by asking the right questions and connecting a client's value to my solution.**



**By applying all of these tools, I shortened my negotiation period and could add additional business value for my clients!**



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