



**LEADING ASIAN TELCO  
PARTNERS WITH  
ACCENDO TO BUILD  
SALES COMPETENCY  
MODEL**



# BUSINESS CHALLENGE

With the objective in mind, the telco realised they were facing a three-fold challenge:

- 01 ///** With shrinking profits and higher competition in the consumer telco industry, the telco recognised the need to rapidly grow their enterprise business.
- 02 ///** Successful expansion into the enterprise business needed a sales teams with a different set of skills, competencies and behaviours.
- 03 ///** The telco needed to understand if they could reposition existing sales talent or hire externally.

# SOLUTION

Accendo Technologies formulated a solution with an extensive and data-driven approach that incorporated:



## Enterprise Sales Framework

To address this issue, the first requirement was a new framework to measure the ideal persona for an enterprise salesperson. The Accendo consulting team designed such a framework by leveraging industry research and conducting interviews with the leadership team and existing high performers. This allows the Telco to set a benchmark for their hiring decisions in line with the market and business needs.



## Sales Proficiency Assessments

Each individual was assessed using a combination of behavioural, ability and simulation based assessments. This allowed the Telco to identify the individuals who would be best suited for the new strategic initiative, while understanding strengths and areas of development for each of them.



## Development Guides

Development guides were designed to help the client upskill the identified employees through personalised and targeted development interventions. The development guides helped the client shorten the development cycles, which in turn enabled them to execute their strategy faster.

# IMPACT

## 01 /// Increased Internal Talent Movement

The telco was able to position itself as an employee-friendly company by promoting existing talent while avoiding expenses related to external hiring.

## 02 /// Reduced Wrong Hire Rate

Using the enterprise sales framework, the telco was able to reduce the chances of a wrong hire and the cascading impact of the same.

## 03 /// Faster Time To Productivity

Through individual development reports, the telco was able to cut down the normal development and ups killing cycle time by months.