



## Implementation of a new high performance sales culture

### Square Peg support

Our role was to take stock of the current alignment of the firm's competitive strategy, sales processes, leadership approach, and operating culture. From this starting point we then compared their historical formula for success against best practices from across the UK and North America. The insight gained from this exercise allowed us to help define adjustments that are required to both the leadership and strategic approach to driving the business forward in order to maintain their industry leadership position.

### The result

New sales processes, cultural standards, and a new employer brand were developed to support the implementation of new performance metrics. The implementation of the performance metrics challenged the leadership to rethink their approach to sales and elevated the productivity levels and processing efficiency of the organisation. Just as our implementation work started, the organisation was purchased by a large global finance company and the rest of our time was spent using the work we had undertaken to support the HRD in the task of merging her firm into the new parent company.

### The challenge

*Historically this commercial finance company had achieved success by leading the industry with innovative approaches to product development and marketing. With the emergence of significant new competitors the Chairman identified the need to adjust their approach to sales and believed that a new high performance culture was needed to meet this significant challenge.*