



Resolving 12 disparate & individual sales geographies by creating a centralised sales process & playbook

ABOUT ISI EMERGING MARKETS GROUP:

ISI Emerging Markets Group is the leading provider of macroeconomic, business and industry intelligence on global emerging markets.

COMPANY SIZE:

501-1,000 employees

INDUSTRY:

Information Services

SBR SERVICES:

Sales enablement, sales playbooks & sales guides, sales leadership

For over 25 years, the ISI Emerging Markets Group have gone out of their way to gather the very best data and analysis available for emerging markets. They believe they have a unique model that relies on local expertise and relationships, a quality assurance process that is second to none and the implementation of leading technology to deliver information in the ways their customers need it.

What issues were they facing?

The crucial anchor point for the engagement was to resolve the challenge of 12 disparate and individual sales geographies, with the goal to create one centralised ISI Emerging Markets Sales Process and two tailored Sales Playbooks so best practices could be shared and ultimately productivity increased throughout each region.

The results

SBR Consulting were able to understand the drivers for each individual stakeholder and work with multiple cultures to gather and document critical sales behaviours, which were latterly displayed within two world class Sales Playbooks, knitting together the many years of best practice within ISI's business to help reduce the ramp-up time for new recruits and increase the likelihood of reaching their business goals.

SBR's approach

SBR Consulting worked with the ISI Emerging Markets Group to support a global sales transformation programme with their 4 global regions (EMEA, Americas, Asia and Greater China) and hundred plus sales professionals. They worked in an agile and synergetic way to reach key objectives.



“Our expectations were met and exceeded from these sales tools, and we have seen a transition of high-quality behaviours manifesting across the business, and cross-regional collaboration which is enabling sales leaders and their teams to leverage the quality within all client facing areas of the business.

SBR have shown their willingness and eagerness to partner with ISI Emerging Markets for the long term, they were able to navigate complexities with multiple transformation projects, maintaining a high-degree of communication and team buy-in. Not only were they able to produce outstanding outputs, but they were also able to launch and embed these successfully from the leadership team down to individual contributors.”

Guy Dunn
Chief Operating Officer