

# FIELD ENGAGEMENT BEST PRACTICES

## **BACKGROUND**

A major skin care brand still in its infancy had wide ranging and disparate approaches to behavioral training within a rapidly growing salesforce. The challenge was to orchestrate a canon of field training to teach scalable field behaviors, in order to drive increased seller sponsorship and seller productivity. Importantly, this new approach would need buy-in and enthusiastic support among field leadership to be effective.

## **OBJECTIVE**

Galvanize and activate the salesforce around proven, winning behaviors. With an uptick in these behaviors, the goal was to grow sponsoring and productivity KPIs within specific geographies where the in person trainings were held.

Further, the desire was to then replicate any success in other locations, effectively extending the company's geographic footprint in a methodical, predictable manner.

## **EXECUTION**

Starting with pilot programs in Atlanta and Denver, a series of Market Expansion Initiatives were carried out over several years in dozens of markets in the USA, including large markets like San Francisco, Los Angeles, Orange County, Seattle, Chicago, St. Louis, Dallas/Ft Worth, NYC, Miami/Ft Lauderdale, Charlotte, and Nashville; and in smaller markets like Bozeman, MT, Lubbock, TX, Columbia, SC, and Mobile, AL.

These MEIs contained curated content and detailed practice sessions to ignite behavioral transformations in the salesforce. The secret sauce was composed of innovative content

delivery, prescriptive engagement activities with tracked outcomes, provocation of ongoing dialogue and best practice sharing, and direct involvement of salesforce leaders in every aspect of the experience.

## RESULTS

These initiatives sparked and strengthened salesforce confidence and capability with sponsorship, personal sales, and organizational growth in the field. The focus on behaviors that drive these outcomes generated clear and present lift in the company at large. At a company level a direct correlation linked the following business outcomes to the expansion initiatives, based on performance in the participating markets:

- Average sponsorship increase of 50%+
- Increased seller productivity of 20%+
- Increased seller LTV of 40%+
- Generally improved brand awareness and identification

Once that flywheel was in motion, sales leaders across the company clamored for these events in their markets, and the program continued to be effective in the following years. These Market Expansion Initiative won a DSA award for “Excellence in Salesforce Development” and was the subject of a case study by Harvard Business School