

CASE STUDY



ERP & MRP Software Provider Invests in Discovery-Led Training to Provide its Customers with an Enhanced Experience

New Results delivers enhanced training to fellow NEAA member E-Max Systems.



"Investing in and developing our people is important to us. We want our customers to receive the best experience possible when engaging with our employees and working with New Results has helped us to develop our team into becoming the best they can be. It was good to experience Nevil and New Results at an NEAA event as it meant we could see in practice what they offered before engaging them. It has been a great experience and we look forward to continuing the relationship."

Jason Pritchard / Sales Director / E-Max Systems

"It's always a pleasure to work with professional organisations that want to better understand their client's needs so that they can deliver the most effective solution. The E-Max team were engaging, implemented the training and saw results immediately. They are a great team to work with."

Mike Lever / Director / New Results

Background

A key objective of E-Max Systems' is to 'deliver with customer focus'. The team works to understand the fundamentals of each of its clients' businesses and looks beyond their initial requirements to provide the very best long-term solution.

Continued expansion at E-Max Systems meant that it had several new employees who had all come from different backgrounds with a range of experience. E-Max's management team wanted to ensure all its customers received the same high level of service, regardless of which E-Max team member they engaged with. Therefore, it began to review potential training companies to work with.

After attending an NEAA workshop which New Results delivered, E-Max Systems decided that New Results would be a good company to partner with in developing its people.

Approach and Solution

New Results initially met with the E-Max team to fully understand its training needs, discuss delivery methods and specific content. Phone interviews were also conducted with each member of the team to identify specific learning needs and to provide an opportunity for the wider team to influence training content.

New Results delivered a series of hands on discovery-led training to the national team at E-Max's Thornaby office. Support was provided between sessions and follow up emails and support extended the learning beyond the face to face work.



It was apparent from day one that this wasn't an entry level sales course, it was one that would stretch the E-Max team to create genuine customer focus and develop the most effective sales people possible.

Outcome and Advantage

- The E-Max team has greater insight into its customer needs, issues and concerns and how to address these.
- Customers receive the same high level of service, whoever they deal with.
- E-Max team is more confident in its ability to help and get customers the answers they require.
- A common approach to gaining new business was developed across the team, with increased focus on key listening skills and effective communication.
- Streamlined approach to sales by being able to quickly identify needs means time can be saved for both the customer and E-Max throughout the sales process.

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