

## Case Study Company – Medium sized Engineering Company

### Situation

Simon was a sales manager for the company operating in the UK selling to large water companies, sometimes via tender sometimes via sales visits. He was an excellent salesman consistently getting the opportunities to quote from new and established contacts. However his sales figures were consistently down and the conversion rates were very low. He was very well trained both in house and external trainers and knew all the things he should be doing.

### Requirements

Simon's boss wanted Simon to convert more enquiries into cash and Simon felt that he needed to be working less. The two outcomes needed were more sales and a better work life balance.

Proof of the sales outcome was simple, the measurement of the work life balance was down to Simon, but his partner would keep a diary of time spent on work at home and so on.

### Solution

Simon's answer to any work problem was to work harder and longer. This was causing him a problem. The coach found it very hard to break into his day and found that the sessions often started at 5.30 pm – not the best time to be starting life changing sessions.

Change is not easy, even when the client sees the need and hence the difficulty for the coach. With the Paul's help he was able to see how his thinking style was affecting his performance and his interaction with other people. This resulted in the slow realisation that he had an urgent need to grow into a leadership role and direct the traffic rather than going with the flow. The Pharos thinking style diagnostic and the related tools helped him translate his efforts into results as well as being able to influence others at all levels within his company.

An examination and understanding of his priority management and time management styles allowed him to do the important things and leave or delegate the rest.

### Results

More sales enquiries were converted into cash. His sections efforts were better focused and the macho 18 hours days were seen as a waste because the results were happening without the length of days previously required Simon was working more efficiently giving priority to matters that gave greater bearing on the future, rather than spending all his hours putting out fires. He has been able to 'manage' his boss! Calls upon his time are no longer made at unreasonable hours and the level of support he is giving his boss has not diminished.

As a result of all this Simon spent much more time with his partner and less time working and he has the confidence to define his own future and the tools to ensure that his dreams turn into reality.