



ALL IN TO WIN



Executive Summary

NCR Corporation (ncr.com), the global leader in consumer transaction technologies, enables more than 550 million transactions daily. Headquartered in Duluth, GA, its financial services division salesforce spans different geographies, sales philosophies and sales skills. To maintain aggressive growth and margins in an industry morphing at warp speed meant getting the entire salesforce on board using one proven sales methodology.

NCR selected the ValueSelling Framework® and that forward-thinking decision led to all-in adoption.

Changing the conversation

Joao Perez, SVP of Global Sales and Marketing for NCR's Financial Services Division, saw a patchwork of sales methodologies and lack of standardization across the organization. NCR was transitioning from a product pitch (given its long and rich history selling ATMs) to a consultative discussion that included a software-driven, hardware-enabled solution.

Changing the conversation with customers meant everyone would learn/re-learn the same process, speak the same language and use the same tools. For optimal efficiency and effectiveness, 100% of the salesforce would go all-in on the ValueSelling Framework.

He worked with executive sponsor, Christine Butchko, NCR's VP of Human Resources, Global Sales, to make it happen. Rather than hold piecemeal sales training over time or in the field, they could leverage the SKO's loaded costs—venue, coordination and T&E—by adding the sales training onto Friday afternoon from 1pm to 8pm.

Getting people on board

Since Tuesday of that week, the sales reps had been wrestling with jet lag and information overload, as well as attending awards dinners and celebratory parties each night. By Friday mid-day, their collective thought about the mandated sales training was, "Seriously?"

ValueSelling Associates went all-in, cranking it up several notches to create a memorable workshop experience.

To relate with the NCR experts, they studied NCR's financial services and the seller's language. To engage the sellers, they incorporated loads of interactive role-playing, team challenges and real-world scenarios. To make it easier for the participants, they delivered the workshop and materials in local language—Chinese, French, German, Japanese, and Spanish, as well as English—with gusto.

People were blown away. The activities in-language made sense. The role-playing with colleagues made sense. The methodology made sense. Every room was buzzing with excitement.

People who had originally entered the workshop disgruntled, poured into the hallways, all-in—energized by what they had learned and experienced.

Aligning Across the Organization

ValueSelling's participant-centric, workshop-based sales training created buy-in from the sellers and the easy-to-use methodology was applied to opportunities in the pipeline immediately.

To support the sales team, the Marketing and Solutions Management teams took a deep-dive into the ValueSelling Framework. Their goal: to create communication- and marketing-specific assets that support and simplify the execution and application of the ValueSelling Framework. As a team, they developed Financial Services-specific ValuePrompts, ensuring the sales enablement materials are fully aligned with the sales team's focus—the value their customers realize by partnering with NCR.

Now armed with solution-specific ValuePrompts, the NCR sales team qualify deals more effectively, conduct meaningful conversations around the CxBanking experience and get deals in the door faster.



As NCR continues to transform itself, the ValueSelling Framework supports NCR's winning combination of an "all-in" business culture and laser-like, customer-focus.



600 sales reps, **21** workshop facilitators, **21** rooms, customized workshop interactivity in **6** languages to drive engagement, positivity and a productive learning experience

"As far as driving change and common language throughout the salesforce, the ValueSelling Framework supports the way we approach customers...in a consultative conversation with their best interest at heart."

João Perez, SVP, Global Sales and Marketing, Financial Services Division, NCR

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ValueSelling Associates, Inc.
16236 San Dieguito Road, Ste 2-24
P.O. Box 8364, Rancho Santa Fe, CA 92067
Toll-free: +1 800 559 6419
Office: +1 858 759 3565

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