



Knoll

KNOLL

Our focus for this story is on the work we did to adapt and deliver mindset and selling support sessions for the Knoll regional teams across North America during the Covid period.

What was happening?

Gazing have been adapting and delivering programmes of training and coaching for the Knoll sales teams and their support for over 4 years now - engaging with more than 500 people in different events and development activities. The primary focus for the relationship has been built around the evolution of sales excellence through a deliberate emphasis on client engagement, understanding and true customer led development of workplace solutions.

This work has Involved training and coaching the teams to connect the amazing Knoll workplace design concepts, and their incredible range of workplace furniture and products to

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a deep understanding and deliberate shaping of what the clients really want from their workplace environment and for their people. Like many industry sectors at the start of 2020 - the attention on the workplace environment dramatically shifted to ‘how do we support teams of people who now have to work from home due to Covid19?’ This situation created significant pressure across the whole of Knoll and the challenge was how to best support and sustain their people as the pandemic

unfolded, and how to maintain a level client and partner engagement that was appropriately empathetic, yet also driving forward business and project opportunities. A tricky balance to achieve, especially in the face of an unprecedented crisis.

What did we do?

After engaging the regional leaders of the business across North America we agreed a 2 step focus for immediately useable and relevant support for their teams:

Programme One:

Red2Blue webinar adapted and delivered to each of the regional teams circa 100 people, focused on supporting their mindset in the face of the 'cold water shock' experience of Covid, and helping them build the resilience and mental skills to not only cope with the pressure, but actually keep moving forward and adapting to the new situation.

Red2Blue provided the teams with a perspective to normalise feelings of anxiety and concern, plus the tools and language to move their attention away from events outside their control and focus on useful helpful activities around their job and their families or friends.

Programme two:

With a foundation of resilience supported by Red2Blue then it was possible to shift attention back to 'client engagement and support' using adapted versions of the core concept and tools of their established 'sales excellence' programme under the theme of MODERN. This webinar focused on adapted practical tools and approaches to planning client engagement and how to provide genuine value to support their clients through the uncertainty and disruption of the virus period too.

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Summary of our focus:

Supporting the teams mindset and their need for support through such a difficult time, while providing practical help in engaging clients to keep moving forward around relationship development and sales performance.

How did it help? Here's what our customer said:

"We continue to grow and expand our usage of the Gazing Account Planning tools because they help us with one of the most important sales drivers 'improve our close rate'. Now more than ever we must improve our close rate and 'win more' of a smaller pool of opportunities.

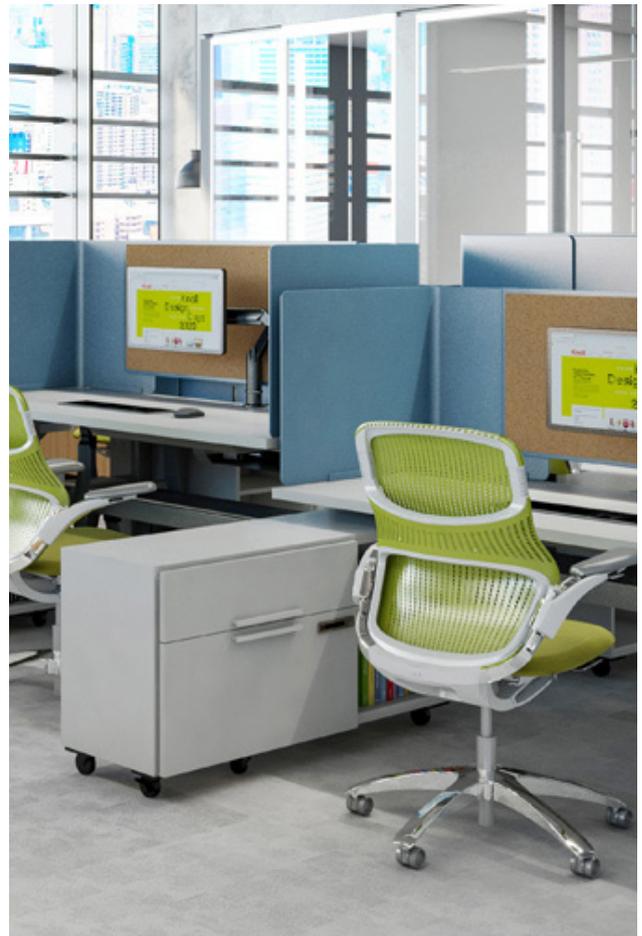
Recently, during our divisional call with our entire sales team you made a profound statement that has become our mantra...'we must meet the client where they are'. First, you cannot meet a client anywhere if you don't know their Drivers, Requirements and Concerns! The best way to know them is to do a X-Check. Plus, layering in the DMC is what I call 'surround sound' selling.

One of the largest Technology companies in the world recently said to me 'tell me how you are going to help us innovate and once you do that tell me how you will sustain the innovation?'. Well, guess what we did to help with our answer? Yes, X-Check! I could go on and on but you get the point...thank YOU!

I personally look forward to our ongoing partnership and our continued sales growth because of the Account Planning Tools Gazing built for us".

MICHAEL J BENIGNO
KNOLL DIVISIONAL VICE PRESIDENT

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