

## ABC Sales Analysis™ Case Study

**Company:** OCRI (Ottawa Centre for Research and Innovation) **Location:** Ottawa, Ontario

**Industry:** Economic Development Corporation

**Offering:** Entrepreneur's Edge e<sup>2</sup>

**Customer Reaction:** *"...an immensely quick way to cover a lot of ground and transform the way people buy from us..."*

### 1. Background and Situation



OCRI is an economic development corporation that delivers its economic development services in partnership with the City of Ottawa and its members. They create partnerships, policies and programs that advance the business climate for Ottawa's technology, academic and government community. Their Entrepreneurship Centre supplies seminars, training, entrepreneurial events and online training that help Ottawa entrepreneurs with their businesses. A key part of that programme is the e<sup>2</sup> training programme which provides a complete toolkit for the key rôles during market entry, chasm-crossing, and the management of growth.

### 2. Areas for Improvement

The Entrepreneur's Edge course is widely acknowledged as being a very effective training route, and delivered in a way that intrudes least into a busy entrepreneur's week. Despite this, a tremendous amount of effort was always required to fill the course completely each time it was run. OCRI determined that they would like to:

- make the course more attractive at a 'visceral' level, impelling attendees to reschedule their work around it
- remove the already low attendance price as a barrier
- improve the success rate from passive advertising and spend less time on phone calling

### 3. Our Approach & Team Actions

Since OCRI were assessing it for inclusion in the e<sup>2</sup> training, we agreed that an ABC Sales Analysis™ would be carried out. This was in the form of a workshop attended by the management and instructional team from the Entrepreneurship Centre. The workshop had three components. The first was to learn the necessary subset of BCI (Business Communication & Influence) skills - Precision Questioning 1 (The Commercial Hierarchy of Ideas) and 2 (The Sales Precision Model). The second step was training in the GECKOS system and what it elicits from a client. The final step was to use these skills within to carry out an ABC Analysis on the e<sup>2</sup> offering into the Ottawa Valley marketplace.



### 4. The TakeAways®

At the end of the analysis, the combined team of OCRI and Holis staff had created a clearly documented set of TakeAways™. The Convincers were primarily in the form of references from previous attendees and management action was agreed to strengthen these. An outline Fluency prompter was also drafted. All of the TakeAways® had passed the TIRES checks (Time, Income, Risk, Expense, State) and been integrated into their business plan. As a result the OCRI now has:

- freed up the time of their staff for more productive preparation for the training itself
- seen an immediate upturn in the registrations made due to mailings and advertising
- phone calls that focus on what the attendees will take away from the course, not just features and functions

### 5. Effect on the Business

The Entrepreneurship Centre team now has a common language and framework from which to create much more effective future sales and marketing for this course and others like it which is already producing results.

**Reference Contact:** (by arrangement) *Peter Fillmore, Manager, Entrepreneur's Edge*