

# Natural Commercial Culture



## Natural Commercial Culture

A 90 day change programme to naturally unearth more opportunities to add value for your customers, driving growth and success to your business.

CONFIDENCE | EMPATHY | SERVICE | OPPORTUNITY

## The 4 Pillars of Commercial Culture



**Sales:** We must first help everyone in your company, understand and appreciate the business they work in and the vital role they play in it's success. We also help them realise that sales is definitely NOT a dirty word, and everyone does it naturally, every day – in fact, sales and service share the same core principles.

**Belief:** Feeling the desire to perform and improve sits at the heart of Commercial Culture. It's not wise to work on skills improvement unless everyone feels deeply that they want to be a part of this programme. This part of our development programme focuses on believing in yourself, in others around you, and the core purpose of your business.

**Customer:** Once we understand that we can all contribute to sales, and we really WANT to via a strong belief system, then we can move on to connecting with the customer. During our Commercial Culture Programmes, we have a series of techniques to see the world from the eyes of customer. This helps with the empathy needed to connect, inspire and sell!

**Talent:** Once the other 3 dynamics in place, we can turn to the skills needed to have richer conversations that enable us to understand the customers needs and make valuable suggestions. The most successful organisations are built on talented and driven people, at every level, who are tuned into the goals of the business and pro-actively develop their own skills and ability to meet them. This all fuels opportunities to help generate lots more sales revenue in the future.

# Natural Commercial Culture Programme Overview

## High Level Overview

90 day transformational program



### What is the program?

A multi-level shaping, enablement and engagement program to bring commercial acumen to life. Together, we nurture 4 cultural pillars in your language that lead to a pro-active, enthusiastic, commercial culture for your business, leading to increased levels of cross/up sells, repeats and referrals.

1. **Confidence:** Understanding your role in the business and recognising your natural strengths that can bring that role to life
2. **Empathy:** Recognising what drives your customers and engaging with warmth and adaptability
3. **Service:** Understanding the skills that can have the greatest impact for your customer and building the motivation and focus to develop them
4. **Opportunity:** Developing a proactive approach to create the opportunities we need to engage, add value, and increase spend from the customer

Finally, we combine these insights into real results, sharing practical experiences and building a sense of ownership.

### Why is it important?

Everyone has a role to play in the commercial effectiveness of a business. It's about your team being certain of their role beyond their day to day demands, and having the focus, the skill and the will to fulfill that role. A culture driven to create opportunities of increased levels of repeat and new business ensures we maximize every opportunity and interaction with a customer.

### How do we change behaviours?

Culture is a grass roots experience. Leaders and managers are often so deeply entrenched in relationship dynamics to keep a business running smoothly it becomes difficult to sustain a fresh approach at a level necessary to create change. To do this we don't start with the skills of your people, like many training companies do. Instead we begin by ensuring your team understand the business, what it stands for, then the belief and confidence for them to showcase that on every interaction. It's then about truly understanding and engaging with your customers and once we have that, then we look at the skills required to provide an outstanding service, whilst increasing opportunities for growth of existing and new business.

### When can I start my team on the journey?

1. Identify key teams for the program. The ideal group size is 20 for group workshops, and 8-12 for Management or Leadership workshops
2. Book a phone call with your Natural Training Account Manager Robbie Driver on +44 207 613 7830 to tell Natural about your unique market, so that they can tailor the program to your needs.
3. Request a booking form and send it to Natural. The program costs £?????? for 7months, and requires around 2 days investment of time from leaders, 4 days from managers and 5 sessions of 90 minutes from the rest of your team. Key team members will need a further 2 days at the end of the program
4. Based on previous customers of Natural Training, we will return this investment to each group by month 4 of the program.

"Natural continue to provide best value to our whole organisation through fresh, world class blended learning with tangible results. One recent program paid itself off in 3 weeks."  
Anthony Cole-Johnson, Head of Sales Productivity, SkyBSB

# Commercial Culture Learning Pathway

6 Months at a Glance

Natural Commercial Culture tunes your people into the business goals of your organisation

