



Hiscox are a 'challenger' insurer and are renowned for their technical expertise, service and quality. They have grown year-on-year, but wanted to accelerate this significantly. In response, they approached Blue Sky to support them on their transformational change journey, to enhance sales capability within their Home and Direct Commercial teams in York. Their market is fairly niche, so we had to demonstrate an understanding of this and support growth, without compromising their customer demographic.

Our diagnostic demonstrated a clear gap between high and low performers (giving us a platform to work from using internal expertise), but our 'golden bullet' was to enhance questioning around customer intent by flexing process and compliance to work for Hiscox, rather than against them. Furthermore, we recognised that giving the leadership team the necessary sales skills would drive growth. The Hiscox York operation had recently been insourced and a new HQ built for the team. As part of the TWIST programme, we also supported this wider transformation.

We started with the leadership team to ensure they had a sales leadership focus and skillset. We then created a bespoke 'customer buying approach', which transformed their sales process, technique, coaching and reward, as well as recognition tools. Their insurance experts were then upskilled in the new buying approach through the attendance of several modules.

Finally, we trained and supported Hiscox's leaders and coaches to embed what was learnt. From an embedding perspective, we've run a number of coaching blitzes' and are now providing leadership coaching and challenge throughout 2016 and 2017.

Our programme was fully Hiscox branded and the buying approach was bespoke to this market, using our Insurance expertise to ensure we were compliant, but that we maximised flexibility. The programme moved quickly from the diagnostic phase in Q4, to company wide delivery in Q1 and the results could be seen immediately.

Home division

73% uplift in CSAT

59% Increase in CTS



64% Increase in average purchase value

Direct Commercial division

65% uplift in CSAT

67% Increase in CTS

40% Increase in average purchase value

	
	Primary heading Secondary heading
	

	
Creating customers for life Selling with a T.W.I.S.T.	
Home	



01 What is this all about?

Buying behaviour has changed. Customers are better informed and more commercially savvy than ever before, so traditional selling methods are no longer appropriate. Sales people must transition from merely providing information to creating value and offering insight. This new...

In this modern age of selling, it is about building trust and seeing all the customer's needs. The best sales today are built on a foundation of trust in the value of the product and how it will impact the life of the customer.

In this book 'To Sell is Human', Dan Pink introduces us to what really works in this new age of selling.

The new ABCs of selling:

- Alignment
- Buyability
- Clarity

This nugget book is a succinct and hopefully helpful overview of aspects of thinking and skills that will ensure you make every interaction fruitful. It includes some tips to help you practice and continually improve how you think, customer conversations that feel human, easy and memorable.

- People buy from people they trust – sales enable our team to sell more buyability
- Understanding the customer context is critical to building trust and adding real value
- Long-term success puts the emphasis on helping customers, rather than selling short-term targets
- Sales people don't like process – top sales people follow a process
- There is no perfect sales methodology for every occasion

HISCOX Stage 4 – Play-back and link-back

Why?
Our customers want to feel like they are buying something that is specifically for them and represents value that is meaningful to them. By revealing their things that they do not know adds further insight – respects tells us customer value this the most.

What to do:
In this stage, you will be required to create a play-back and link-back for the customer. Our team will present each one and we will be able to see how they are presented. Other customers will share the link or something that our company wants to see more of. When we are presented, our team will be able to provide our customers with a link or something that they can use to find out more about the product or service. Our team will be able to provide our customers with a link or something that they can use to find out more about the product or service. Our team will be able to provide our customers with a link or something that they can use to find out more about the product or service.

How to do:
Using the link-back feature in the product, our team will be able to provide our customers with a link or something that they can use to find out more about the product or service. Our team will be able to provide our customers with a link or something that they can use to find out more about the product or service.

HISCOX What is a sales blueprint?

"If you lose me my money, I will forgive you. If you lose me my reputation, I won't"

This document has been created to support you in your journey as a sales professional. Our values underpin everything we do, including how we sell our products to our customers.

This is why we have created 'TWIST'. It is a customer buying approach that follows the customer's journey from their perspective. It outlines what they need at each stage and how we can help them make the right decision.

The following pages will outline the approach in more detail and will reinforce the key behaviours that will make a significant difference to the customer experience.

How to use this tool
This tool is your go-to guide and will help ensure that every time you speak to your customers, the conversation counts.

It is not theoretical. It is based on analysing how we sell, knowing what our customers need and then applying a specific mix of sales strategies and a leading customer experience.

"Heard a great deal about this workshop internally and externally. It exceeded my expectations"