



Wickes is a £1.5bn home improvement business, operating in a unique sales space - technically retail, but with a strong merchant bias.

In 2015, they sought to understand why some of their design consultants (DCs) in their kitchen and bathroom division were selling £200,000 and some £1 million. With Blue Sky's help, Wickes saw an opportunity to close the gap on a potential £33 million of business revenue.

Subsequently Blue Sky were engaged to design and deliver a leader-led pilot programme, to understand the difference between the behaviour of high and low performers and ultimately raise the sales and service capability across the group.

The pilot engaged 65 managers in the London region, which was their lowest performing area and kicked-off with senior stakeholders taking ownership and responsibility for setting the direction and tone of the programme.

Best sales development programme
Best sales organisation
Sales team of the year - runner up
PSA overall winner



PSA 2017
Professional Sales
Awards
WINNER

Following the pilot, the scope of our involvement moved beyond helping with the induction of new DCs and the programme has now been rolled-out to 500 people across the UK. We identified and proved we could support Wickes in generating approximately £14 million in additional revenue; after identifying 13 stark differences between the behaviour of their high and low performers and creating a blueprint for sales to train staff against it. These differences became known as the 'silver bullets'.



- Improvement in stores where the manager received training, Action Learning Sets and coaching – **44%**
- Improvement in stores where the manager attended training and ALS only – **33%**
- Improvement in stores where the manager attended only training – **22%**

£50m uplift in turnover



Net profit increase of approx.

£500k = 510% ROI



"This will change the way I communicate, review, encourage and set objectives for my colleagues"