

Project Spotlight: Sales Training

Background

Timeline: One day
Products: Customized sales training
Publisher: Edward Elgar Publishing

“Our training session with PCG changed the way we approach our phone calls to librarians. Their techniques allowed us to develop natural conversations with customers that addressed their needs rather than pushing products — something that fit well with our own style and ethos as a company.”

Katy Wight,
Sales & Marketing Manager,
Edward Elgar Publishing

Overview

Edward Elgar Publishing recognized the need for a deeper understanding of the selling processes unique to various market segments within the library community and chose to partner with PCG to train its sales team.

PCG sales training sessions are designed to address the specific needs of different types of publishers. These sessions provide an opportunity for publishers to workshop through a number of problems and solutions via a collaborative approach between trainer and trainee. PCG offers perspective on the publishing industry at large while targeting publisher-specific organizational needs.

Training Components

The cycle of a sales opportunity

In this session PCG emphasized the importance of timing within the sales cycle. For Edward Elgar Publishing, we discussed when it was most productive to call librarians and why, keeping in mind the entire life of the new opportunity from start to finish. PCG suggested that the company offer customer service troubleshooting and faculty outreach during the early stages of its product trials, while also continuing to make routine check-ins throughout, including after the close of trial in order to solicit feedback.

Productive calling

This sales training session focused on who to call, best practices for setting objectives, and most importantly, how to keep customers on the phone. Successful sales calls are often rooted in strong question-asking abilities, so training sales teams on how to nurture these kinds of conversations can help put the prospect's mind at ease while increasing the effectiveness of the call.

About PCG

Established in 1990, PCG (Publishers Communication Group) is an internationally recognized sales and marketing consulting firm providing a range of services designed to support and drive your sales strategy. With local staff in the US and Europe, as well as in growth markets such as India, China and Latin America, PCG combines a breadth of over 20 years of sales, marketing and research experience with a depth of knowledge in scholarly publishing and the global library community. PCG is a division of Publishing Technology plc.

Contact Us

If Publishers Communication Group can be of service to you, please do not hesitate to contact us. All inquiries can also be emailed to inquire@pcgplus.com.

PCG also provided Edward Elgar Publishing with new ideas on how to keep the company's product fresh within the eyes of the customer and at the top of library wish-lists.

Overcoming objections

PCG offered insight onto how to address customer concerns while moving opportunities forward, starting with how to handle initial cold calls and ending with how to build rapport with decision makers in order to close sales.

Many universities follow their own budgeting and decision-making schedules, so following up before as well as after key meetings can be extremely beneficial.

Results

Sales training is not only valuable for those who are new to the role, but also for individuals who have held long-term sales positions. With a renewed sense of community among staff, a common language for discussing the required skills can be established rather than simply focusing on the specific product or entire industry, which can confuse the matter.

Edward Elgar Publishing's sales team is no longer thwarted by common obstacles and is armed with useful questions to keep the discussion going throughout all stages of the sales cycle, in turn renewing confidence in selling its content worldwide.

About Edward Elgar Publishing

Edward Elgar Publishing (e-elgar.com) is a leading international publisher of academic books and journals in economics, finance, business and management, law, environment, public and social policy. The company has won a number of awards, including the *Frankfurt Book Fair Academic & Professional Publisher of the Year 2014* (Independent Publishers Guild) and *Independent, Academic, Educational and Professional Publisher of the Year 2014 & 2013* (The Bookseller).