



ldl

www.ldl.co.uk

“Without recruiting any more staff, we brought in more revenue in the first four months after the training than we did in the whole of the year before we partnered with LDL.”

Adrian Taylor,
Director of Corporate
Healthcare, Specsavers

Specsavers inspires dramatic business growth

Business Growth
case study

The challenge...

When Specsavers Optical Group decided to focus on selling to businesses as well as individuals, it faced a number of challenges if its Corporate Healthcare department was to gain the respect of the business community...



www.specsavers.co.uk

“LDL is the perfect development partner for us. Their unique approach to helping organisations improve business results was exactly what we needed.”

Adrian Taylor,
Director of Corporate Healthcare,
Specsavers

The solution...

Adrian Taylor, director of Corporate Healthcare, was appointed to run the new department. He explains, “Although the Specsavers brand was very strong, this success was very much associated with light-hearted television adverts designed to promote our shops. When it came to persuading employers that we could be trusted to help them meet their legislative healthcare requirements, we had to establish a very different set of credentials almost from scratch.”

Finding the right development partner

To enable Specsavers to successfully target employers and make its corporate healthcare offer stand out, Taylor was keen to develop his new sales and customer service team, comprising six corporate account managers, and three customer service advisers. He explains, “The market we were entering had a benchmark, and quite a high one at that, but it was important that we didn’t just aim to meet it. We needed to set our own standard far above this so that as we grew, we would be ready to take on global competition.”

At the same time, it was important to find a development partner suited to the calibre of the team. Taylor explains, “The sales team is made up of highly experienced individuals in their late 20s and early 30s, so there was real risk they would leave any sales course thinking they could have done it better themselves. It was essential to find a trainer with considerable expertise and also the necessary presence to inspire them to raise their game even further.”

A number of providers were considered before LDL was selected to develop a bespoke learning programme. “LDL is the perfect development partner for us,” says Taylor. “Their unique approach to helping organisations improve business results, through inspiring people to perform, was exactly what we needed and the quality of their trainers is second to none. LDL certainly isn’t the

cheapest option, but when you’re faced with the cost of taking an entire team out of service you want to ensure the development they get is the best on offer.”

Increased confidence drives business growth

The feedback from the sales team after the course was first run was extremely positive. “The outcome of the development manifested itself in confidence, reinvigorating individuals to challenge themselves by going after the most difficult deals. Every individual exceeded performance targets, making progress with new large clients instead of staying in their comfort zone with existing or smaller businesses. Without recruiting any more staff, we brought in more revenue in the first four months of this year after the training than we did in the whole of the year before we partnered with LDL,” says Taylor.

By the summer of 2006, Specsavers VDU Eyecare offering was growing at 300 per cent a year, making it possible to hire four new telesales staff. Taylor explains, “The business results generated and the increased confidence of the sales team means they want to be free to focus exclusively on the more challenging, and difficult-to-close, large business contracts. The new telesales team will sell to smaller businesses to give them that opportunity.”

“Before we started working with LDL, one of the things that consistently stood out from performance reviews and appraisals was the extent to which our employees wanted us to invest in their development. By inspiring our people to do more than they knew they were capable of, LDL is not only helping us to achieve our ambition to become world-class in the corporate eyecare market, but also making Specsavers Optical Group a better place to work,” says Taylor.

Want to increase your market share?

If you want to penetrate new markets, or grow your existing client base, LDL can help. Our unique *Skill+Will*™ approach to development not only equips individuals with the ability to win new clients, but also the confidence and desire to do so.

To talk to one of our consultants about your requirements: email learning@ldl.co.uk or call us on +44 (0)20 7381 6233