

CASE STUDY

Virgin Holidays Selling At My Best programme



THE CHALLENGE

To equip the highly successful Virgin Holidays sales team to engage and inspire more customers to book their holiday of a lifetime with Virgin Holidays.

OUR SOLUTION

The **Selling At My Best** programme is a tailored solution designed specifically for Virgin Holidays. It encompasses the ethos and behaviours that are at the heart of the Virgin brand. An intensive and inspirational programme where Simulations and Forum Theatre really get the sales and customer facing teams seeing how "Best Practice" techniques, applied in an exemplary way, can make a positive difference to their customers.

In Forum Theatre professional actors simulate the way a typical sales interaction with a customer would happen. It is highly realistic and the participants can really relate to it as it is based firmly in the world in which they operate. They readily see how what they do on a day to day basis can be improved to have a positive impact on the outcome. Participants have the opportunity to coach the actors in how to better deal with the customer.

This innovative technique engages the participants in a captivating and non-threatening way.

The second technique involves participants practicing the techniques shared in a series of 'Sales Masterclasses' through true to life scenarios where they have the luxury of receiving feedback direct from the 'customer'. Initially this happens in bite size chunks before it is pulled together as a complete integrated process. The customers are played by professional actors, who are also expert in delivering feedback.

"I WAS OVERWHELMED BY THE DELIVERY. THE FACILITATOR HAD GREAT PASSION AND ENTHUSIASM. THE DELEGATES LEFT FEELING REALLY ENERGIZED", said Kate O'Connor, from the Virgin Holidays Training Design Team

"THE SELLING AT MY BEST PROGRAMME WAS A LOT OF FUN. I LEARNT ABOUT HOW I COULD IMPROVE MY SELLING TECHNIQUE AND I'VE GOT MORE SALES!" - Bianca Wickens, Virgin Holidays Customer Centre

THE RESULT

The Selling At My Best Training programme was considered to be so different because of the practical application and real life examples. Feedback from the managers and teams has centred on how the programme has changed people's attitudes towards selling in the Virgin Stores and Customer Contact Centre. The team's confidence has been really impacted by the Selling At My Best programme.

Moyra Smith, Mercuri International Client Director for Virgin Holidays commented:

"WE TRAINED APPROXIMATELY 500 PEOPLE IN 25 DAYS. IT WAS A GREAT CHALLENGE AND GREAT FUN. VIRGIN HOLIDAYS HAVE BEEN A GREAT CLIENT, THEY HAVE BEEN TOTALLY COMMITTED, AT ALL LEVELS, SUPPORTING US IN EVERYTHING WE NEEDED TO ENABLE US TO MAKE THE SELLING AT MY BEST PROGRAMME GREAT.

91%

The highest engagement scores in the history of the company

TESTIMONIAL

We can immediately see the impact of Mercuri's Selling At My Best. We have had the highest engagement scores in the history of the company – 91% compared to a previous best of 81%. Our year on year result is 40% up compared to the same time last year.

— **Dan Buckingham**, Head of Retail for Virgin Holidays