

## Testimonial - Bill Clement

I am pleased to share with the reader of this testimonial how I and my employers, have profited during our dealings with Paul Sheehan and The Taylor Group International at two different firms, during my career:



- Johnson Controls, Inc.
- SimplexGrinnell division of Tyco International

### **1) Johnson Controls, Inc.**

Bill Clement first worked with The Taylor Group International when he joined the headquarters sales staff of the Systems & Service, North America (SSNA) division of Johnson Controls in Milwaukee, Wisconsin.

Johnson Controls is a \$40+ billion, global leader in delivering integrated control systems, mechanical equipment, products, services and solutions designed to improve the comfort, safety and energy efficiency of non-residential buildings and residential properties, with operations in 56 countries.

“I had received a strong recommendation for The Taylor Group International’s selling skills programs from a colleague at Siemens Building Controls.

Our business goal was to improve Key & Target Account selling skills for our 600+ Sales People and 100+ Sales Managers in both the USA and Canada. Our specific needs included:

- Improve how we prioritize which Key & Target Accounts, into which, we will invest our time and money
- Create a common “Key & Target Account Plan” format so that all sales staff of SSNA could share their written plan in a standard format with senior sales executives throughout the division
- Develop the internal discipline for each Sales Person to provide a monthly update to their written “Key & Target Account Plan”
- Develop the discipline to upload the current “Key & Target Account Plan” to a central computer server for access by all levels of senior sales executives throughout the division

We thought we had a good feel for our selling skills improvement needs but were not quite sure how to develop a winning solution.

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Paul Sheehan of The Taylor Group International first suggested that he lead us in a “Needs Analysis Session” with all of the key stakeholders including Alex Molinaroli, Director of Sales for SSNA at the time and today Chairman, President & CEO of all of Johnson Controls, Inc.

Paul’s facilitation skills helped us better define our needs and outline a disciplined program that included steps wherein regional and national management would not invest time in a local Key & Target Account unless:

- A current, written “Key & Target Account Plan” in the standard format was available
- The written “Key & Target Account Plan” was available through the central computer server where it could be accessed by senior sales executives throughout the SSNA division

Paul also recommended that we run a “Pilot Program” of what would become our “Key & Target Account Selling Program” with some of our best Sales Representatives and Sales Managers. This allowed us to accomplish two goals:

- 1) It allowed us to test the seminar content to see if it actually met the skill improvement needs of our best Sales People in our most demanding markets in both the USA and Canada.
- 2) It allowed us to customize the seminar content to include common words, products, services and selling terms that are well entrenched in our successful multi-billion dollar division.

The “Pilot Program” a success, and because of Paul Sheehan’s ability to quickly adapt his facilitation skills and word usage to our business, we retained Paul and his firm to rollout the program to:

- 600+ Sales People
- 100+ Sales Managers
- 5 Regional Managers
- Regions in both the USA and Canada

After the program rollout, we also we retained Paul and his firm to continue to coach our “Key Account Teams” and actually make customers calls for several years until we had successfully internalized and improved our “Key & Target Account Selling Skills”

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### 2) SimplexGrinnell Division of Tyco International

Bill Clement next worked with The Taylor Group International when he was Regional Director for the Western USA with the SimplexGrinnell Division of Tyco International.



Tyco SimplexGrinnell fire protection products is one of North America's leading firms in the design, manufacture, distribution and sale of fire alarm and fire detection systems, automatic fire sprinkler systems and special hazard suppression systems.

Today, Tyco SimplexGrinnell, has one million customers, 130 local offices, and over 200 years of history in the fire business

"An early task, when I joined Tyco SimplexGrinnell, was to lead the effort to improve the Major Account Selling Skills of our people selling fire protection products to our largest and most demanding customers in the Western United States.

Based on the profitable improvements at my previous employer, Johnson Controls, I reached out to Paul Sheehan and The Taylor Group International to assist.

Paul Sheehan led our national sales staff through a day-long needs analysis session to help us better our understanding of our own sales improvement needs.

He also facilitated several pilot sessions with our most demanding Field Sales Engineers to ensure that the planned "Major Account Selling Skills Program" would be accepted and used by our sales force.

Using the examples and industry wording during the pilot programs, Paul Sheehan was able to then lead us through a "Train-the-Trainer" program to teach our own internal staff how to introduce the program and then continue to coach our Field Sales Engineers for the years following rollout.

#### **Summary:**

"If you and your firm are focused on creating a world class sales force, I highly recommend Paul Sheehan, Managing Partner and the staff at The Taylor Group International for their well designed, selling skills seminars and their consulting services."

**( End of Testimonial )**