

The logo for 4twenty2, featuring the number '4' followed by 'twenty2' in a lowercase, sans-serif font.

# Building a consistent approach to selling at Eyesee

## Need

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Eyesee, as a rapidly growing agency, were looking to establish a more consistent approach to attracting new clients and growing existing ones. With their team based across the globe, there was a need to bring them together, to upskill them in best practice.

## How

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2 cycles of training within a programme of 6 modules across 5 months.



I chose 4twenty2 because of the experience that they have in the marketplace and I felt confident that they could deliver a programme that could be embedded in our day-to-day activities within the team, immediately.





After working with the team for six months we caught up with Marijana Kristic, VP of Sales and Marketing ...

### Why external training?

We were looking for a fresh perspective that the whole team could get behind. Having worked with 4twenty2 in a previous role I knew that their experience and super useful training in the area of commercial excellence, was exactly what we needed.

### Why 4twenty2?

They have a deep understanding of clients' needs and expectations, their language and roles in a company. This allows them to create learning interventions that genuinely work, as they are focused on adding value to clients and prospect.

### How was the programme received?

All the sessions were very well prepared especially the pre-reading. This allowed us to utilise the 1.5hrs live campus sessions to focus on exchanging ideas and setting actions.

The topics and modules were all relevant and well connected to business development directors' daily business. They were pragmatic and ready to use, without unnecessary general lectures.

### What has been the effect on the team?

We created an Eyesee playbook on the back of the training that the team are now all following. This is resulting in the consistent application of attracting new clients, that we hoped for.

### Finally, what was the experience like, working with 4twenty2?

Definitely great, the buying experience was really effortless and smooth, easy to agree on topics, with smooth administration. This enabled me to focus my energy on creating the playbook and supporting the team to use it effectively.

