

Prior to launching the refined process, the indigo leaf team test the changes on the market and gain evidence of success, refining further when necessary, and gaining important evidence of success before an internal team or new team is empowered with the changes.



Hands-on direct sales activity is conducted by the indigo leaf team, applying the changes one part at a time to develop evidence of improvement. Continuous communication of the results is made to allow for an on-going refinement process to develop, by the end of the trials a polished sales process will remain with a developed brief on the best strategy for delivery. The change trials in themselves become a strong revenue generating stage of the process.

Useful For:

Change Management

As the change is managed internally, the change trials act as an important process that can win the support of those who will be eventually tasked with carrying out the process.

Sales staff can resist process changes, as they tend to develop strong feelings of self-belief in their established approaches. The trails help to break this resistance down

Fine Tuning Process

The continuous feedback and tuning process allow the client to check and improve the changes prior to launching the process internally, or when defining the job specification for the future staff who will carry it out.

The independent indigo leaf personnel lead the campaign which allows for the removal of potential resistance to the change by internal staff

Proof of Success

Changes to processes based on hope, and the advice of independent consultants can often quickly lose the confidence of the staff, by providing proof of success, that confidence can grow quickly,

It allows for thorough debate in the early stages and creates points of reference for those less predictable scenarios.

