



Simon Coombs - Business Development Director, Capula



# Capula

## Training Case Study



*“Training is vital to our business and plays an essential role in the progression of both individuals and teams. Pareto Law provided us with the customised training we required to boost our sales staff’s development, building individual skills to maximise potential within our business environment”*

Simon Coombs  
Business Development Director, Capula

### The Background

Founded in 1969, Capula is a leading provider of operational IT systems to the nuclear, power generation and utility markets and employs over 200 people at three offices across the UK. Capula has delivered some of the most complex automation and real-time business intelligence solutions in use in the UK to clients including British Gas, National Grid, United Utilities and the British Nuclear Group.

Within the power industry, control systems supplied by Capula manage the generation of electricity for over 30 million people. In addition, more than 50% of the electricity transmission network in the UK is controlled by systems supplied and supported by Capula with most of the operational plant at British Nuclear Group’s Sellafield site controlled, monitored and supported by the company.

### The Training Requirement

In order to successfully meet its business targets, Capula needed to double its turnover within three years. A key element of this growth was the potential to expand into new sectors. Business Development Director Simon Coombs was conscious that although the company’s sales team was extremely proficient, with high levels of technical knowledge, it was very product led. He recognised that the company could achieve higher levels of success if the sales people took a more consultative approach in their roles.

“The sales team was producing good results and some very high value deals were being done. However, it was my opinion that a more targeted approach would enable the team to better understand the requirements of our clients, helping them to think outside the box and ultimately win more sales in a wider range of areas” added Simon Coombs - Business Development Director, Capula.

*“The Pareto course was dynamic and practical, with each section relevant to my role at Capula. The trainer was very positive and it was clear to see how I could put each new skill learnt into practice on a day to day basis. Above all, the course gave me a huge confidence boost, which I know will have a very positive impact on my work.”*

Natalie Smalley  
Business Development Manager – Nuclear - Capula



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Sales Recruitment Agency of the Year

# Capula

## Training Case Study



*“As a business we have a lot of specialities to offer clients, but we hadn’t traditionally pushed these. Our sellers were product driven rather than need driven. It was therefore important that we developed a more pro-active approach to business development, in order to successfully meet our company growth targets.”*

Simon Coombs  
Business Development Director, Capula

### The Solution

Capula met with Pareto Law in March 2007 and was impressed with their approach to developing tailored training programmes. Pareto immediately set to work assessing the company’s training needs, working closely with Capula Business Development Director Simon Coombs to analyse everything from current skill levels and types of clients, to the company’s plans for growth.

When developing the new programme it was important that all of the training fitted in with Capula’s growth strategy by consistently delivering into the core business areas, while enabling the sales team to create expansion opportunities into new sectors and additional revenue streams.

Pareto designed the training specifically to Capula’s business needs taking into account the individual skill requirements of the sales staff, enabling them to maximise client relationships, identify new business opportunities and up-sell additional products.

### The Training

The training programme began with a two-day ‘Sales Excellence Programme’, which focused Capula’s team on the essentials of sales with role play-based real life scenarios. These were used to build skills such as increasing confidence, making a positive impact, controlling the conversation and developing and revealing real needs through advanced questioning skills. This initial course laid the foundations for further courses, providing staff with in-depth knowledge of the core sales skills needed to increase their business development expertise.

Six weeks later, Pareto held three one-day consolidation courses, which assessed the success of the first course, supporting the transfer of skills learnt into the work place and galvanising areas of strength. Designed to ensure each trainee takes as much as possible away from the programme, Pareto Law invited the delegates and their sales managers to put forward any areas of the training which needed support, adapting the consolidation days as necessary. During this section of the programme, the sales team was able to share best practice and relate their training to real work situations, heightening the results and increasing the impact of the course.

By conducting this follow up session, Pareto Law was able to ensure that the training had been as effective as possible and re-emphasise any areas where trainees felt they needed further support.

The final stage of the process was a two-day ‘High Impact Presenting’ skills course combining video role-play, individual coaching and self-appraisal. The focus was to provide delegates with improved skills and experience on how to maintain a positive attitude, using visual aids effectively, how to hold the attention of your audience and handling questions and ‘show stoppers’.

Simon comments, “Pareto’s training programme was designed specifically to meet our individual requirements, with each topic and even the role plays tailored to reflect the type of scenarios our sales people face on a daily basis. I was able to work closely with the Pareto team during the planning stages, which resulted in a strong and well-rounded training programme that was technically modified to suit our business culture.”

### The Pareto Law Approach

Pareto Law understands the need to train people to maximise their potential and help organisations achieve goals. Using original material and innovative, memorable techniques and Pareto offers bespoke training courses to new recruits, managers and seasoned sales professionals across all markets. The courses cover the full spectrum of communication, management and personal skills needed to be a successful salesperson with topics including ‘Professional Selling Skills’, ‘Ethical Negotiation Skills’, ‘Key Account Management’ and ‘Live Telephone Selling’.

### A Winning Combination

By working closely with Capula to establish their precise training requirements, Pareto Law was able to successfully establish which areas of the business needed particular support to create a well structured and relevant training package that was bespoke to Capula and its culture. The training has resulted in stronger, more confident sales people with a targeted and consultative approach to selling. Since taking part in the training, the Capula sales team has used these techniques to ensure that all opportunities include up-selling of our full range of services; and increased confidence from the approach had led to a 50% increase in the pipeline.

*“Don’t be a Seller....  
be a **Best** Seller”*