

Satellite Communications

Building Pipeline Momentum

Inmarsat, a satellite/communication company, have launched a satellite to provide a new data communication service across most of the globe. This is a £ billion investment for the company. The challenge facing the sales team has been to forward sell a service that was not currently available.

The major sales are into the American military. A team situated in Washington had developed a healthy pipeline of opportunities. The challenge facing the management is to know how strong this pipeline is, having a common method to move the opportunities forward and a common language to discuss and test the opportunities.

Powerhouse was asked to design with Inmarsat, a strategic opportunity planning tool and then the team coached in its use with their key opportunities.

The results from the workshop were excellent as the team applied a more structured approach to winning business and had more clarity on what was left to do to win. Next, coaching for management was provided to support the team in using this planning tool with all their pipeline opportunities.

This strategic approach to winning business is now embedded in the way they work.

The result has been increased confidence by Inmarsat management in the pipeline and the knowledge that everything is being done to turn these opportunities into profitable business.

James Collett Director of Primary Partners Inmarsat said;

After most programmes I have come back with good intent, which is not always actioned. This time we are clear on the critical things we have to do, and are doing them with Powerhouse's follow-up coaching

Debbie Jones Main Board Director of Inmarsat

The group made a quantum leap in confidence and skills that will last

Comments from participants of the programme:

- *We got professional support and advice to drive customer focus of Inmarsat business*
- *Developed best practice for simplifying complex account development problems*
- *The Programme delivered the tools I needed*
- *The programme was tailored for us, not generic. Hardworking and challenging.*
- *Well planned and organised / very focussed and responsive*