

Client testimonial transcript
Mandy Rutherford - Learning and
Development Project manager





What were you looking to achieve?

Northumbrian Water Group Business at the time was a new business and we'd just come into the retail market. That's selling water to businesses. We had new people all over the place so the team that we had, some of them came over from Northumbrian Water Group and had some sales background and had some sales training. As you know when you pull a new team together everybody has their own experiences and we wanted to upskill people, give them the opportunity to work together and share best practice and to maybe do something that was the NWGB way rather than inherited from the past.

The team we had then was really small, so we had a number of people who were looking after Industrial & Commercial clients, we had some account managers and we also had a number of telesales people as well. We didn't have enough people really to make one big programme but what we thought was, we could look at core selling skills because that should go across the whole board and then break off and do some individual development around account management, telesales and also as managers how do we coach people to be the best they can possibly be. That's the approach that we took.

We didn't have a big budget at the time either so Mike and Nevil (new Results) were able to help us stretch the budget so that we got the development that we needed for the people.

Why did you choose New Results?

So, I joined the business in February (2017) and Michael Dugdale who is the Director of Industrial & Commercial had already engaged with New Results and invited me along to the meeting with Nevil Tynemouth and Mike Lever. Being in Learning and Development for some time I was "ok they're going to come and try and sell us something". But actually, I left there feeling that they really understood what we were trying to achieve as a new business because I always think of business as being quite organic, they move and they grow and any development that we do needs to move and grow with our people and our business. So, we met Mike and Nevil and worked out what does the course needed to look like, what does the programme need to look like, but for me, it's not just about what they learn on the day, it's about what happens afterward. How do they get to put it into practise? Who supports me? And talking to the guys it's what we felt that we were going to get. And actually, we have had that and we're still having it now, even though we've moved on in 6 months. You understood our business, you understood where we were at that point in time and what we were trying to achieve going forward.

What differences have you seen since the training?

I think one of the things that I've noticed is around confidence. So, I'm not saying these aren't a confident bunch of people because they are in different ways. But they've grown in confidence around some of the tips, tools and techniques that Mike was able to share with them. Obviously, the Wonder woman is a big one. You know, we do that quite a lot around here now, when we need to. Dealing with some of the issues and problems that some of our customers have, we help them resolve that and they use some of the tools that they've been shown at that point to go "oh actually if I plan my call beforehand, if I really try to understand where the customer is coming from it will make an easier life for all of us". So, they did all of that kind of stuff. And I hear them doing it as well, so there's still some stuff that we have to do, (you know Rome wasn't built in a day) around planning and account planning we're still working on what that needs to look like. But since we did that development our business has changed again, and we've gone into a joint venture with Anglian Water.

For me one of the biggest things that I've seen help people have been the emails that we've had from Mike. They've been around don't forget this, don't forget that. I didn't go on the programme so some of them have been quite intriguing. They just kind of reset the buzz of the course again and people have taken those emails and gone actually "yeah that's what I need to do". Mike was almost like a little monkey on your back saying "remember you can do all of this and don't forget some of the tips, tools and techniques I've shown you", so I think that was really, really powerful.

Mandy Rutherford

Learning and Development Project Manager

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