

Nomination: 7081

FedEx Sales Education & Enablement 2023

Page: General Information
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
Name of Organization/Company FedEx Express
Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title FedEx Sales Education & Enablement 2023
Category B01 - B59 Achievement > B25 - Achievement in Performance Management
Achievement Submission Format Written Answers
a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required FedEx Express has been in existence for 50 years and during this time has seen many changes and in recent times, most noticeably, the merger of FedEx and TNT in 2016. In January 2022 when we were at a pivotal point in our transformation, when we launched new services and flights, integration of our air and domestic network and also during COVID, our business was massively disrupted. The people recruited during this period did not have a 'normal' start and had no visibility of winning business in a normal environment, whereby they had focused 2 -3 years on firefighting resulting in a downtrend in New business, so we needed to take them back to basics and quickly turn them around. Across our Sales organizational structure, covering 31 European Countries, we have a field sales / Inside sales team of 3.5k employees. Our burning platform was that 9.7% were underachieving against our new business metrics This was due to a combination of: <ul style="list-style-type: none">• Mindset of individuals as a result of the changing marketplace due to COVID• A lack of a structured approach to managing pipeline• Inconsistency in ways of working across People, Processes, Priorities and Practices

b. Outline the team's or organization's achievements since the beginning of 2021 that you wish to bring to the judges' attention (up to 250 words). Required

In January 2022 a request was made to the Education team to roll-out revenue recovery education to our Sales Teams. The scope of this project started with a POC within Northern Europe, which was then rolled out throughout Europe. We completed a review of our highest achieving sales professionals compared to our underperforming sales professional to ascertain how we could support team members through New Business Workshops. We identified that across our underperformers we could see:

- Low morale and confidence
- Reduced productivity
- Fixed mindset
- Decline in revenue impacting business results

Therefore to ensure we built a Workshop that would improve these areas and had a personal impact we embraced our internal QDM methodology in order to design, create, launch and evaluate the success of these workshops. We started with gaining insights from the team to help us shape and build the content through:-

- 700 Surveys distributed and completed by underperforming individuals and their Managers to provide crucial feedback creating affinity diagrams to establish the barriers for selling
- Pareto analysis to determine the areas of focus for the workshops based on feedback received

Working in collaboration with Senior Leadership, successful Sales Professionals and underperformers we built:

- Education Workshops that focused on Mindset, Pipeline Maintenance, Pipeline Velocity and Activation (Pareto analysis)
- Created a Communication framework to enhance the knowledge and engagement of our team, including webinars, surveys, post workshop communication
- Actions plans, post event to ensure sustainability of focus and results achieved

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's or organization's past performance (up to 250 words). Required

With the hard work of over 30 Sales Education and Enablement team members, 31 European New Business Workshops have been rolled out to the + 350 European sales professionals who needed our support the most. Utilizing our QDM (Quality Driven Management Methodology)

We have already seen a huge impact in the short time since the Workshops have been delivered resulting in:

1. New Business acquisition increased over a 3 month period:
Monthly Average across individuals in scope:- Pre and Post Workshops

Wave 1 - Northern Europe +338%

Wave 2 - Inside Sales +232.2%

Wave 2 - Southern Europe +15.3%

Wave 2 - France +250.6%

2. Wave 1 - Proof of Concept Individuals in Scope (Jan/Feb/March 2022 compared to Jan/Feb/March 2023)

The pre workshop quarterly average New Business was \$3,037 per person
Current statistics taken against the same individuals show a result of \$40,768 per person (+1242% increase)
Year on Year, against a quarterly sales target per individual of \$37,000

Wave 2 - pending annual review, post 12 months after workshop to obtain YOY results
Post Workshop September 2022 - 5.7% of individuals within POC scope were sitting within the Top 10 of New Business Acquisition league tables across the Northern Europe Region

3. 92% of individuals surveyed agreed or strongly agreed that the workshops supported learning and performance results

4. Improved morale and confidence from post feedback surveys received (within supporting information)

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

1) Overview of European Sales New Business Workshop

2) QDM Tools used

3) Education and Enablement Awards

Webpage Link

Would you like to add an additional webpage link?

Supporting Document

Download File (<https://stevies-sage.secure-platform.com/file/17328/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNzMyOCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9eHVz6DpOYmIRkn0E2k8C7zOBG9Du0IfvJLRO?Stevie%20Award%20Submission%20-%20FedEx%20Achievement%20-%20Catergory%20B25%20Achievement%20in%20Performance%20Management%20-%20Overview%20.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (<https://stevies-sage.secure-platform.com/file/17329/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNzMyOSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9Stevie%20Award%20Submission%20-%20Catergory%20B25%20Achievement%20in%20Performance%20Management%20-%20QDM%20Tools%20used%20to%20measure%20impact.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 3

Download File (<https://stevies-sage.secure-platform.com/file/17330/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNzMyMzIwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9nsBN9tL54Ho9Ilg0uFTzSWXMKewNB2E1v0No0C8?Stevie%20Award%20Submission%20-%20Catergory%20B25%20Achievement%20in%20Performance%20Management%20-%20Education%20%26%20Enablement%20Awards%20Won%20.pdf>)

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