



## CLIENT SUCCESS STORY

# WSP Global

## Global Engineering Consultancy Creates a Business Development Culture and Improves Sales Performance

WSP Global is a top 10 global consultancy specializing in environmental, sustainability, energy, and health and safety issues. As a global design, engineering, and management consultancy, they help their clients manage risks, reduce costs, and create competitive opportunity in their markets.

### Challenge

Under the leadership of its established senior professionals, the large U.S. business unit had developed a strong service platform with diverse offerings. The group knew that significant growth potential existed—to extend existing client relationships, build new ones, and grow revenue.

As is commonly the case in consulting practices, WSP relied on a seller-doer model where the environmental professionals who delivered services were also responsible for business development.

The challenge was how to put a structure and process in place to drive and sustain business development success in a firm with a relationship-oriented sales process and a long sales cycle.

### Solutions

WSP engaged with RAIN Group to help build a business development structure and to help meet their aggressive four-year growth goals.

RAIN Group assessed the company's business development structure and process ([Sales Performance Improvement Assessment](#)), identified the existing team's sales strengths and improvement areas ([using sales assessments](#)), and created a Revenue Growth Plan of Action to help WSP achieve their aggressive four-year revenue growth target.

**“We're not only seeing more opportunities from new clients, but a better mining of work from existing clients. The idea that we're only going to grow if we get more business from both the senior consultants as well as the business development professionals is really well understood throughout the business now.”**

Based on RAIN Group's recommendations, WSP began the process of creating a business development culture. The firm continued to use a seller-doer model, but supplemented it with a professional business development team—hiring full-time business development professionals.

Next, WSP brought RAIN Group back to conduct a two-day on-site training program for its professionals. RAIN Group customized the core [RAIN Selling<sup>SM</sup>](#) seminar for maximum results. A series of bi-monthly [reinforcement](#) webinars were held to reinforce and expand on the core training, and continue the momentum and excitement created by the in-person training.

### Results

Following the training with RAIN Group, WSP has seen numerous successes. Notable highlights include:

- Restructured business development organization for greater effectiveness and financial performance
- More and better sales conversations, improved cross-selling
- A marked difference in the company's business development culture and a significant increase in sales opportunities within six months of training

John Simon, Executive Vice President, WSP