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When it comes to sales effectiveness, the lessons we learnt in 2002 through the use of **AIEx™** are still relevant to today in 2009. We learnt the value of being really specific about the processes you expect sales people to follow and that you can't rely on good intentions alone. Today, that clarity we established in terms of the basics, like the number of sales calls per day are still with us. **AIEx™** helps us today in recreating and re-implementing certain accountabilities when it comes to sales disciplines, especially when we have to integrate new people into our way of doing things.

On a personal level, the project helped redirect expectations that people had of me to their newly appointed bosses which reduced my workload and helped me be more effective. I also learnt the value of delegation and not answering questions which should be directed to the questioner's boss and so stopped me maintaining the dependence people had of me.

Another major learning any expectations need to be tracked persistently. If you stop tracking, people will revert to what they have done before or what is comfortable for them.

As for working with the PDS Consultants, we established very close relationships with them quickly. This led to a high degree of trust which is so important to any change initiative. They always struck the balance between being open to suggestions yet stringent about the **AIEx™** process. Consequently, we discovered things we would have never found out otherwise.

Overall, if you are considering using **AIEx™**, it does look complex until you get into it. It is very logical and easy to follow. This applies to people with a wide range of learning styles and thought processing. Lastly, **AIEx™** was valuable in helping us implementing our competitive strategy and still has effective and long lasting results.