

AEL Prepares for its Second Century of Success in South Africa

AECI Explosives Ltd (AEL) has well over 100 years of success as a leading manufacturer of explosives and accessories.

The company is not content to rest on its laurels and recognises the challenge of a changing market situation. The decline in overall mining activity in South Africa, coupled with an increasing number of competitors, has put AEL under pressure to maintain its market share. Responding to this challenge AEL set the following Sales and Marketing objectives:-

- Consolidate market share through effective growth and maintenance of the customer base.
- Develop skills at all levels appropriate to a more pro-active sales approach.
- Introduce an integrated process of on-going sales development.
- Introduce a common language and a common mind-set across all levels.

AEL brought in Huthwaite Africa to help them achieve their objectives. Huthwaite Africa has begun to implement a two year programme covering SPIN® Selling Skills, Account Strategies for Major Sales, Advanced Negotiation Skills and Persuasive Sales Presentations to provide the range of skills and the common language needed to meet AEL's objectives.

To support the training initiative, a series of one day 'mini schools' will be held at intervals to re-test selling skills developed on the programmes and provide any necessary reinforcement.

AEL also recognises the need to embed the training into the sales process and has produced a sales call planner to assist the SPIN® process.

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Change Behaviour. Change Results.™