

Telesellers impress customers and colleagues

In a changing world, it pays to keep up with rapidly shifting market forces, as Aluminium City, a leading South African distributor of aluminium to the architectural and engineering markets, will testify. As a result of the recent introduction of new architectural systems to the South African market, Aluminium City saw an opportunity to develop and improve the skills of its salesforce. To help develop these skills, Aluminium City searched for an effective training partner.

Alan Wykerd, Aluminium City's General Manager, explains: *"We were looking for a training partner to work alongside us strategically, and Huthwaite South Africa fitted the bill perfectly. We wanted an organisation with the expertise to*

become a complete part of our business, not just to provide a pre-packaged course - what really impressed us was Huthwaite's ongoing interest in hearing how they could adapt the way they do things to benefit our business. Huthwaite's ability to tailor its training to reflect our company strategy was an extremely important consideration for us".

This approach proved most effective with Aluminium City's telephone-based salespeople. Typically used to a high volume of calls, in an extremely pressured environment, they participated in a specifically tailored SPIN[®] Teleselling skills programme, which was targeted directly to meet their needs.

Wykerd continues: *"Not only did we receive plenty of positive feedback from attendees, but other internal departments were also greatly impressed with the way the sales people operate, and this has created a positive motivation spiral, which can only help to increase the effectiveness of our organisation as a whole.*

"Most importantly, our customers have also told us how pleased they have been with the enhanced customer focus of our salespeople. In terms of measurable results, we have seen a substantial increase in turnover in the last year - much of that can be put down to improved customer service levels, an area of our business where Huthwaite's assistance has been invaluable."



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