

Key skills for key accounts at Anderson

When the Nordic wing of Andersen, one of the leading figures in the hi-tech consultancy industry, decided to supplement the existing skills of its Key Account Managers and sales people, it quickly chose to enlist the services of Huthwaite International to help. Huthwaite had previously delivered sales training at a conference in 1999 and Andersen extended an invitation to last January's conference in Lulea, Sweden to allow Huthwaite to demonstrate its expertise further.

Huthwaite was invited to deliver SPIN® Selling to complement and improve the skills and experience of Andersen's consultants across the company, who recognised the growing need to become more professional in their approach to winning new business. Huthwaite also delivered its Account Strategy training to Andersen's Key Account Managers, in line with an internal

strategy of focusing on key accounts. The training forms an important part of a wider vision to expand business and build long-term relationships with its existing client base.

The training itself followed an unusual schedule. In Northern Sweden in midwinter there are only five hours of daylight - and to take advantage of it, the daily training sessions were broken up by a two and a half hour lunch break, during which participants took part in a series of outdoor team events. Attendees tried invigorating activities as diverse as ice sculpting, ski mobile racing, snow shoe racing and dog sled riding, before continuing the Huthwaite training a later session from early afternoon until the evening.

Reaction to the training was extremely positive – Christian

Mjannes, an Anderson partner who attended the session, commented; *"The KAM training was great – excellent sales training and exactly what was needed for me at this point in time. The roleplays were absolutely fabulous – they were very authentic and served a good learning experience."*

Lila da Sousa, Anderson's Director of Human Resources added: *"Around 40 of our people in total have benefited from SPIN® training and Account Strategy training programmes, and they all found it extremely rewarding. It's difficult to specifically measure the effects of the training, but we really feel that the skills Huthwaite has provided are a necessary and important function of what we need to be doing, and that they have made us re-evaluate the way we do certain things."*



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