

Beckman Coulter launches Prosell initiative using Huthwaite's International Capabilities

Beckman Coulter is a leading provider of instrument systems and complementary products that simplify and automate laboratory processes. From integrated laboratory automation solutions, centrifuges, blood analysers and diagnostic rapid-test kits, the company's products are used throughout the world in all phases of the battle against disease. Beckman's acquisition of the Coulter Corporation, in October 1997, created an organisation with one of the most comprehensive product portfolios, spanning the technological continuum from life sciences to clinical diagnostics and cellular analysis.

In the clinical diagnostics and cellular analysis markets, Beckman Coulter's customers are hospital laboratories, commercial laboratories, physician offices and group practices. In such markets, the company has pioneered a consultancy approach that helps laboratories identify inefficiencies in

their testing process and provide total solutions that improve operating productivity, thereby providing faster results for both the doctors and patients. The company recognised that having leading-edge products was only one part of establishing market leadership. The merger with Coulter also delivered the task of bringing together two sales forces to forge one team with the ability to explore customers' needs in depth and design the best solution. The launch of the PROSELL initiative marks Beckman Coulter's determination to build a sales team which can bring the benefits of its total solutions approach to its customers.

Huthwaite International was invited to lead a three-day launch event, held in Geneva, for 53 managers from every country in Europe. The event looked at all aspects of the sales process from first contact through to implementation planning, introducing a range of skills and strategies from Huthwaite's research

portfolio. To help overcome any language difficulties Huthwaite trainers from France, Italy and Germany were on hand to support the programme, where necessary.

Over the next two years the plan is to roll out the PROSELL initiative to the whole of the sales team using Huthwaite to provide local language delivery. Gary Hopgood, European Marketing Manager who is charged with managing the project, commented, *"The conference in January marked the first time we have brought all the business managers together for a joint event. We are delighted that the PROSELL initiative has got off to such an excellent start. This is also the first time we have launched a global initiative of this kind with Huthwaite Inc. running a similar programme for our colleagues in the USA. We have made a commitment to a long-term development programme, which we are confident will help us to establish market leadership."*

 PROSELL

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