

Sales Strategies to meet competitive challenges at Bezek

Bezek, is the largest telecommunications company in Israel. It is currently preparing for an openly competitive national telecoms market.

The executive president of the company has emphasised that Bezek's major function is in sales. This strategic aim has demanded significant organisational changes: change in the corporate structure, change in priorities, and changes in staff role definitions, training and coaching.

Huthwaite Israel has been recruited to convert many of the company's professional personnel into competent sales people and account managers.

Mr Ofer Perry, Strategic Clients Marketing Manager stated: "We were searching for a company with

proven ability and a marketing strategy based on research and experience with similar companies abroad. We chose Huthwaite Israel and we are very pleased with our choice. We achieved significantly better results with technicians trained by the SPIN® method in comparison to those who did not participate in the programme. There is no doubt that SPIN® contributed to this outcome."

Mr David Cohen, Staff Training Manager, adds: "We have no doubt about the effectiveness of the SPIN® method. The training methodology which enables measurement of behaviours, and assessment of

improvement, produced some very strong results. I would also like to acknowledge the contribution of the highly competent trainers who delivered the various programmes. Huthwaite Israel has now begun our first SPIN® Coaching programmes and we intend to train our sales managers to do the coaching in the future. We have also trained a group of support sales managers to enable them to improve their skills in negotiation, proposal writing and presentation skills. We see Huthwaite Israel continuing to be a strategic partner in our ongoing marketing process."



Koby Pompan
Huthwaite Israel

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