

Major IT company implements global major sales project

Changes in the global market for its products and services and the emergence of strong competition to challenge its market position, were compelling reasons for this global IT company to review sales strategy, sales processes and selling skills throughout the organisation.

The review revealed a need to develop a more consultative relationship with customers and to develop an organisation that was more customer focused. Beyond that, the need to sell, deliver and manage business on a global basis, to global clients, demanded a global sales language and tools to allow account teams to communicate effectively.

Given the critical need to drive through these changes effectively to a sales team of almost 2000 people spread across most countries in the world, it was apparent that the

project would pose a major challenge both for the organisation and the suppliers selected to implement it.

Huthwaite was selected to deliver the major account selling skills for the project and to supply a set of sales campaign planning tools, because they had the capability to:

- Supply the full range of skills training required.
- Tailor the training programme and materials to match the client's sales situation.
- Deliver the training and materials in local languages in all the necessary locations.
- Supply planning tools that could be integrated with the CRM system being installed as part of the project.

- Train the whole sales force within the twelve months allocated to drive through the changes.
- Manage the project internationally through one point of contact with the customer.

To maximise skill development while keeping classroom time to a minimum, each delegate received pre-course learning material via CD-Rom with a net-based knowledge check to ensure they had completed and understood the pre-work before attending the classroom event.

During the classroom events account teams competed against each other to win the business in a tailor made simulation of a major

Continued...

"This is the best training I have ever experienced, the simulation really stretched us and the planning tools were excellent, for many of us it was a revelation, we learned a lot about major account selling."

The European Sales Director

...continued

sale. This allowed them to work on their new skills and apply the new planning tools to something as close as possible to real life. Most delegates singled out this aspect of the programme as the best they had ever experienced on a sales training event. The European Sales Director commented after the pilot event. "This is the best training I have ever experienced, the simulation really stretched us and the planning tools were excellent, for many of us it was

a revelation, we learned a lot about major account selling."

Delivering successful training events alone doesn't guarantee the success of the change project of course and Huthwaite has worked alongside the CRM supplier to integrate the sales language and tools used on the training event with the CRM system, to ensure both a common language and a seamless transfer of information.

Tony Willshire, Huthwaite's project manager commented on the initiative. "This is one of the most complex projects we have delivered, not only because of its global nature and the language demands that placed upon us, but because of the need to ensure we produced a real change whilst up against a tight time schedule".