

## Huthwaite Helps Posten Develop its Sales Skills

When Posten, Norway's formerly State-owned postal service, found itself in a more crowded, competitive marketplace as a result of deregulation, it recognised the need to become more professional in its approach to sales. In an initiative aimed at maintaining and increasing its market share, Posten's Logistics Division, which handles parcels for corporate customers, approached Huthwaite International to develop the skills of its sales team.

Huthwaite worked with Posten's Sales Manager, Brita Lagmo, to tailor the SPIN® Selling Skills course to make it directly relevant to the team. As well as SPIN® Selling skills, the team benefited from training in Account Strategy for

Major Sales and Negotiation skills. Brita has shown a great commitment to reinforce the training and make it effective for her team, by participating in both Coaching skills and SPIN® Coaching to help her to provide the support and encouragement they need. Lagmo comments: *"The Coaching skills course, in particular, has given me the ability to offer relevant comment to reinforce the understanding established through the training. I can now attend meetings with my sales people and offer positive and objective feedback which will benefit them. The training has provided all of us with a defined framework, while the ability to apply the theoretical aspects of the course practically has been a huge advantage for me - not only has it*

*allowed the team to become more confident, but it has also significantly developed my skills as a coach.*

*More generally, the comments we have received from the attendees have been very good, and we regularly go back to the Huthwaite model to make sure we are adhering to the correct SPIN® methods."*

In terms of quantifiable results, Posten has already noticed a significant difference: *"When we set our original sales targets, we could never have believed that the results would be four times higher than we expected"*, Lagmo enthuses, *"Huthwaite's training is one of the main reasons for this achievement - everybody is happy with the training, while the results speak for themselves"*.



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**Brita Lagmo, Sales Manager, Posten**