

# The Professional Approach at Norwegian Post Parcel Service

## Developing new skills

Competition is often the catalyst for re-examining the way that we conduct business. The state-owned Norwegian Post Parcel Service has been perceived by some potential customers as less dynamic than others in the market and wants to change this perception by developing new skills, frameworks and processes.

Norwegian Post Parcel Service deals with small parcels for large corporate customers. The majority of orders are high value sales. Huthwaite Norway has been working

with Norwegian Post Parcel Services to introduce new sales skills. SPIN® Selling and Account Strategy for Major Sales programmes have given the sales managers and key account managers a more structured and customer-focused approach to sales.

## Positive feedback

Commenting on the training Robert Lona at Norwegian Post Parcel Services, said: "Feedback has been very positive. We want customers to see Norwegian Post Parcel

*Services as professionals and this is very important in the competitive environment that we are facing."* Huthwaite Norway's Sigurd Solbu said: "It is very interesting for us to work with a client from the start of their new approach to the market. Following the training programmes, the sales team has already demonstrated a better understanding of the customer's buying process, and their sales skills have clearly improved. The team is very motivated to learn new skills which for us as consultants is both rewarding and challenging."



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**Robert Lona at Norwegian Post Parcel**