

Quantel chooses Huthwaite open programmes

Quantel is the world leader in digital imaging technology. Quantel video products such as the Paintbox, Henry and Hal have defined the look of television, and today, the vast majority of all commercials are post-produced using these systems. Similarly, films such as Independence Day and Pinnochio have used Quantel's Domino film system.

Quantel is the world leader in digital imaging technology. Quantel video products such as the Paintbox, Henry and Hal have defined the look of television, and today, the vast majority of all commercials are post-produced using these systems. Similarly, films such as Independence Day and Pinnochio have used Quantel's Domino film system.

A company serving an international marketplace with cutting edge technology, Quantel recognises the importance of equipping its staff with the right skills and techniques. Before arriving at the decision to choose Huthwaite's open programmes, Quantel's Head of Commercial Operations, Geoff O'Sullivan, went through a review process asking: "Where are we now, and where do we want to be in five years time?"



Skills road map

The answers to these questions and others were used to create a 'skills road map' of what skills existed and what needed to be improved and refreshed. Open programmes were the first choice for Quantel because they offer the individual the opportunity to mix with sales professionals from other disciplines and to exchange ideas. The training has refreshed the skills of some of the sales team and encouraged greater confidence.

Mike Giles, Head of UK Sales, comments that, "The course has enabled my team to mix with the sales people from many industries and helped them re-evaluate their skills in an open way. I am sure that they have benefited from the programme so far."

Twenty-five members of the UK sales team have been trained in SPIN® Selling, and some will be involved in

Win/Win Negotiation and Account Management for Major Sales.

There are plans to develop the skills road map technique, incorporating Huthwaite open programmes, as a consistent approach throughout the sales forces in the UK, France and Germany.

In the export side of the business Mark Lawrence, Regional Manager for Eastern Europe, who has attended both SPIN® Selling and Win/Win Negotiation feels that, "Being new to Quantel, the courses have given me a new baseline which has helped me quickly assess the broader sales issues within the Broadcast business and my customer base."

In evaluating the training, Geoff O'Sullivan comments: "We want to build long-term relationships with our customers and this training is part of the process to achieve this."

"We want to build long-term relationships with our customers and this training is part of the process to achieve this."

Geoff O'Sullivan, Head of Commercial Operations, Quantel