

UPS takes full advantage of the international network

United Parcel Service is a truly global business, in a very competitive express delivery market. Huthwaite's Bob Tyas, US partner Huthwaite Inc. and Huthwaite's international licensee network, have been instrumental in sharpening UPS's focus on customer service. The need, simply, was for UPS to create further awareness among its own account managers of undeveloped client needs, and how to go about meeting them.

The tools put at the disposal of UPS were SPIN® and latterly Major Account Strategies; the means of putting those tools into the hands of UPS staff were Coaching Skills and Train-the-Trainer programmes. With so many customer-facing staff around the world, these were quite simply the best delivery mechanism.

While Huthwaite Inc. designed the US material, Bob Tyas designed the European programmes and the

course materials to support them, and was responsible for training the country-based trainers from France, Germany, Spain, Italy and Sweden who would go back and deliver SPIN® to national sales teams.

Licensees took care of any translation or cultural issues, and in the last couple of years some 700 UPS people in Europe have been through SPIN® training, and a further 250 are involved in Major Account Strategy programmes.

