

Results for the long term at Zurich Financial Services (ZFS)

Regional business teams at Zurich Municipal (ZM) - a specialist division of ZFS providing insurance to the public sector, such as local authorities and housing associations - began attending Huthwaite International's Major Account Sales training in 1996. Before the training, Huthwaite had worked with Zurich's own trainers in 1995/6 to establish face-to-face selling skills with the SPIN® Selling Skills programme. This training played a vital role in laying the foundations for the Major Accounts programmes.

Throughout 1997 and 1998, ZM was in an unusual position: it was a market leader, but faced 85% of its business in England being put out to tender. The aim of the Major Account training was to equip the business teams with the tools and framework to help them to plan and execute sales strategies for both existing and new customers.

The results of the training have been impressive. Clive Moulson, Sales Manager at ZM comments: "There is no doubt in my mind that Huthwaite's training helped my team build the trust and confidence of many of our existing customers. Though we find ourselves in a crowded and competitive

marketplace, our enhanced ability to communicate the value of ZM's proposition helped us to make our case strongly, and to build trust among our client base."

Specifically, Clive believes the training helped the ZM Business Team to secure a proportion of the new housing association business when it became available for tender in 1998. "We saw more clearly how to identify and influence the customer's decision-making process," he says. "The training helped us to convince the housing associations of our high service standards and the value of these to them."

The figures speak for themselves.

In December 1998, ZM was still firmly established as the market leader in providing insurance to the public sector. It has a market share in excess of 60% and does business with more than 80% of local authorities. Its campaign for Housing Association Business in one office alone saw 56 quotations being provided with more than half of those associations choosing ZM as their preferred risk management and insurance provider with new premiums totalling hundreds of thousands of pounds.

Clive pictured below, is no stranger to Huthwaite's headquarters - Hooper House - which he first visited as a trainee surveyor over two decades ago!



"There is no doubt in my mind that Huthwaite's training helped my team build the trust and confidence of many of our existing customers. Though we find ourselves in a crowded and competitive marketplace, our enhanced ability to communicate the value of ZM's proposition helped us to make our case strongly, and to build trust among our client base."

Clive Moulson, Sales Manager at ZM