

# Business Case Study

Developing a Way Of Selling for a FMCG Company

## BACKGROUND

An American FMCG company with a global presence contracted TACK to design and conduct a bespoke sales training solution for their sales people across the globe that will equip the sales people with the right set of selling skills, negotiation and account management skills. The FMCG major needed a solution that was absolutely specific to it's Business model, product range, brand identity and clients. The target group for the initiative was sales managers and their Regional Sales Managers. InspireOne was the chosen partner for rolling out the "Way Of Selling " for it's entire team

## SOLUTIONS

The development solution "Way Of Selling" proposed by TACK was divided into two phases:

**Phase 1:** InspireOne/ TACK conducted a detailed pre work to understand the areas of development for the target audience. This included one on one interviews and work shadowing with the target audience. The findings were validated with the top management of L&D of the company. The content was created for a global audience.

**Phase 2:** InspireOne/TACK conducted a series of customized workshop focusing on the identified areas of development for the group pertaining to sales process , relationship management, channel management and negotiation.

## KEY OBJECTIVES

The objectives of an intensive sales workshop per target group were -



## ACHIEVEMENTS

- The Intervention was a huge success winning appreciation from participants, supervisors as well as the global leadership team.
- A uniformity of skills being exhibited on the field, thereby establishing the Client's way of selling