

# BUSINESS CASE STUDY

Development of a powerful Sales Training intervention for a Leading Integrated Financial Services Company .

## BACKGROUND

One of the country's leading integrated financial services Company backed by a large Group based in Chennai had identified a set of critical programs across hierarchies which they wanted to run across locations in India.

The end business impact that the organization was looking for was a rise in sales and higher market share. **InspireOne partnered with them to develop and implement powerful Sales training and Effectiveness interventions for its Area and Zonal Sales Managers.**

## SOLUTION

A highly customized solution was created for the client that would enable the following:

- Creation of a Sales Process that would be followed across the organization

- Performance discussions that focused on inputs to ensure proper outputs

- Proper governance framework for the managers to manage their Zone/Area to increase productivity

- Reduce churn through a holistic management approach

The solution had 5 days of learning spread across 2 Days of Effective Execution + 3 Days of Sales and Sales Leadership and a focus on integration by creation of Action Plans to ensure continued engagement.

## KEY OBJECTIVES

InspireOne created an intensive learning initiative on Sales and Sales Management for the Area and Zonal Sales Managers. The Objectives were ...



## ACHIEVEMENTS

The Intervention was a success winning appreciation from participants and supervisors to the CEO.