

# CREATING A CONSULTATIVE WAY OF SELLING AND MANAGING KEY ACCOUNTS FOR THE SALES LEADERS OF A MANUFACTURING COMPANY

An Indian MNC in the packaging industry with a global presence contacted and contracted with InspireOne to design and conduct a bespoke sales capability development initiative for their senior sales leaders in the flexible packaging industry which would equip the sales people with the industry appropriate set of consultative selling skills and account management skills. The company needed a solution that was absolutely tailored to its industry, business model, product range, brand identity, clients and situations. The illustrious audience consisted of Regional Managers and Vice-Presidents of sales



## APPROACH

A development intervention named "Sales Accelerator" was proposed by InspireOne and had the following phases:

Phase 1: InspireOne conducted a detailed pre work across the sales organization to understand the gap areas in sales process and skills as well as the areas of development in Account Management practices for the target audience and got the same validated by the top management business and HR/ L&D

Phase 2: InspireOne, under the aegis of TACK created a framework of " Consultative Selling " and Key Account Management and conducted a series of customized workshops focusing on the identified areas of development for the group

## OUTCOMES

- The intervention was a huge success winning appreciation from participants as well as the business/L&D leadership team.
- Institutionalization of the proposed frameworks and a standardization of skills being exhibited on the field, thereby creating a differentiation of the sales from competition
- Extension of the intervention to other businesses also