

Client Story:

India's Leading Tractor Manufacturer

Keeping in mind their vision of 2022, our client was planning for strong growth within the tractor market in India. The organization understood that one of the key pillars of success will be making 4 roles stronger - Regional Sales Manager, Area Sales Manager, Regional Service Manager, Area Service Manager. There was a need to conduct a highly contextualized role-based capability development intervention.



APPROACH

- InspireOne worked with the client to define competencies for all 4 roles which was then followed up with a benchmarked assessment covering all 350+ participants
- We created and delivered a 9-month long journey for each role. This highly intensive program had sessions on variety of topics including Sales Management, Distributor Management, Role Understanding, People Management and Product/ Process Knowledge
- During the course of the journey each participant undertook 1-2 individual projects and was supported in these through frequent group/ peer coaching sessions
- Intervention was supported by developing customized sales management tools and coaching participant's supervisors to support the initiative
- The initiative was also tied to performance management system of the organization and career enhancement process

OUTCOMES

- More than 300 dealer enablement projects were completed
- 90 new dealers appointed as a direct result of the initiative
- More 3000 additional tractors were sold as a result of the initiative
- Post assessment found on an average 15% increase in sales competencies and knowledge