

# Developing a “Way of Selling & Managing Key Accounts” for a manufacturing company

A Swiss MNC in the manufacturing sector (elevators) with a global presence wanted to train their salespeople in the Modernization Business across India to equip them with the right set of consultative selling skills and account management skills. The company needed a solution that was specific to its business model, product range, brand identity and clients. Accordingly, InspireOne designed a bespoke sales training solution for their Sales Managers and Account Managers.

## APPROACH

The development solution “Way Of Selling and Account Management ” proposed by InspireOne was under the aegis of TACK and was divided into two phases:

- Phase 1: InspireOne conducted a detailed pre work to understand the gap areas and 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 and business teams of the company. A customized content specific to the Indian market and aimed at developing pertinent skills was created for roll out via a workshop.
- 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 and key account management

## OUTCOMES

- Intervention was a huge success winning appreciation from participants, supervisors as well as the business/L&D leadership team.
- Enabled participants to apply a proven sales structure and processes during every future sales scenario.
- Developed ability to handle key and strategic accounts via setting and deploying the right strategy and objectives.
- Sharpened account and relationship management skills.
- Established client’s desired way of selling and account management as a uniformity of skills were being exhibited on the field.
- Program repeated for new hires as well.