



DEVELOPING A “WAY OF SELLING & MANAGING KEY ACCOUNTS” FOR A MANUFACTURING COMPANY

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, we designed a bespoke sales training solution for their Sales Managers and Key Account Managers.

APPROACH

The development solution “Way Of Selling and Account Management” was proposed by InspireOne was under the aegis of our global partners, Tack TMI, and was divided into two phases:

- **Phase 1:** We 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:** We 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.

DEVELOPING A “WAY OF SELLING & MANAGING KEY ACCOUNTS” FOR A MANUFACTURING COMPANY

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.

ABOUT US

InspireOne is India's leading consulting firm offering organizational and leadership development solutions. With over two decades of experience in the consulting domain, we help organizations convert their people and organizational capabilities into corporate value.

Our solutions are developed on the global and researched know-how of our partners - [Tack TMI](#) and [Podium](#).

We deliver solutions globally and in different languages.

We are the recipient of the **Brandon Hall Excellence in Human Capital Award in 2023 – Gold in Best Development Program for Frontline Leaders, in 2022 – Gold in Best Use Of Blended Learning and in 2021 – Silver Excellence in Leadership Development.**

CONTACT



info@inspireone.in



+91 - 9810687577



www.inspireone.in