

Success Story (Short)

In the midst of the crisis, a comprehensive sales force development program was designed and implemented for Schaller's sales department.

SITUATION AND CHALLENGES

Sales Director Mr. Karl Zubek:

"Over the past 5 years, competition in the Russian market has intensified year by year. This has had a great impact on our relationship with customers. As a result, the level of discounts that have been provided to customers has grown significantly, especially since 2007. There were precedents when new customers began to receive even greater discounts than our long-term partners. Finding new buyers became a big problem, and sales managers switched to an easier and more comfortable work with existing customers. Tender tracking was weak; argumentation and negotiations were also areas for improvement."

HRD SOLUTION

Sellwell has provided our company with an evaluation and development center, as well as trainings - 'Sales in a consultative style' and 'Negotiations: smart alignment of conditions'.

The first thing we highly appreciated was the very accurate and well-balanced selection of competencies proposed for evaluation by Sellwell. It allowed us to analyze exactly those talents and skills that were in demand in sales. The second was the careful preparation of materials using real-life situations in role-play games. And third, the competent organization of the assessment process in terms of content quality and technical excellence.

In addition to using the results of the assessment and development center in the training process, trainer Alexey Nazarov thoroughly studied the specific needs and characteristics of our company and was able to successfully adapt and apply the data and implemented procedures from our business practice. It was this, and of course his coaching professionalism, that helped him to interest and inspire all the participants during the training process, including those who were skeptical at first.

In my opinion, Alexey has demonstrated professional mastery of the entire palette of teaching methods. A visual and structured presentation of theory was replaced by practical exercises and role-play games for the immediate development of relevant skills. The ratio of theory and practice seemed to me optimal.

Alexey has applied a coaching approach to learning with great success, which I find very effective. He, using various stimuli - tests, excerpts from films, creative tasks - gave the participants the opportunity to reflect on the proposed topic before presenting the material himself. This helped the participants to activate their own resources and, in addition, made them "co-creators" of the training, providing maximum emotional involvement.

RESULTS

Sales Director, Mr. Karl Zubek:

"The average margin of almost every transaction increased by 5-8% when compared to the same months last year and the previous month (March 2009 compared to March 2008 and February 2009). This brought us a significantly higher gross profit. "Tender vs. closed deal" indicator increased by 15% during the first month after the training. Now, after three months, this figure has already increased by 30%. This was due to a more professional closing of the sales cycle and better "chance management" (when, what specifically and for which particular customer to sell). Unfortunately, given the current

market situation, activity/turnover measurements cannot give a meaningful result. Everyone around noticed a significant increase in self-confidence and motivation of the sales team.”

Success Story (Full)

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SITUATION AND CHALLENGES

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Alexey encouraged the participants to constantly switch from one type of activity to another. At the same time, all participants were always involved - each was assigned a certain role. Due to this, the trainer managed to maintain the maximum concentration of attention of the participants for the entire duration of the training.

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Each participant had the opportunity to achieve maximum understanding - not a single participant's question was left without a detailed and reasoned answer from the coach. To activate the thought processes, Alexey offered various tasks and games, which each time were a challenge for the participants, forced them to turn on their imagination.

The trainings were held at a good pace, the participants had fun and expressed genuine interest. A survey of participants showed that everyone would like to repeat such a useful, but at the same time such a lively and exciting event!"

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