

PROJECT HIGHLIGHTS

CUSTOMER & MARKET:

Design and roll out of an advanced training course in sales / sales management area, for a fmcg company locally of modest size, but part of a prestigious global group

INVOLVED POPULATION:

72 salesmen, 6 area managers, 1 sales director

DURATION:

6 months

MAIN ACHIEVEMENTS:

+30% sales increase, substantial sales behavioral change at field level, participants' satisfaction score 9,2 stars out of 10

WHY TFV?



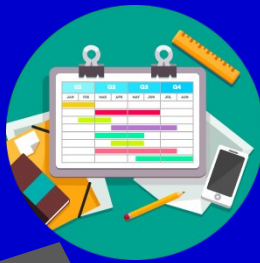
- ⇒ Documented successes in similar projects
- ⇒ Specific experience in that specific market
- ⇒ Innovative sales training & coaching methodologies
- ⇒ Effective team working between TVF and client's management

CUSTOMER / PROJECT CRITICALITIES



- ⇒ Small player in Italy, with low appeal for its clients
- ⇒ Defeatist attitude in the sales team
- ⇒ Diffuse "wait and see" attitude at any level
- ⇒ Frictions between local and global management

PROJECT STEPS



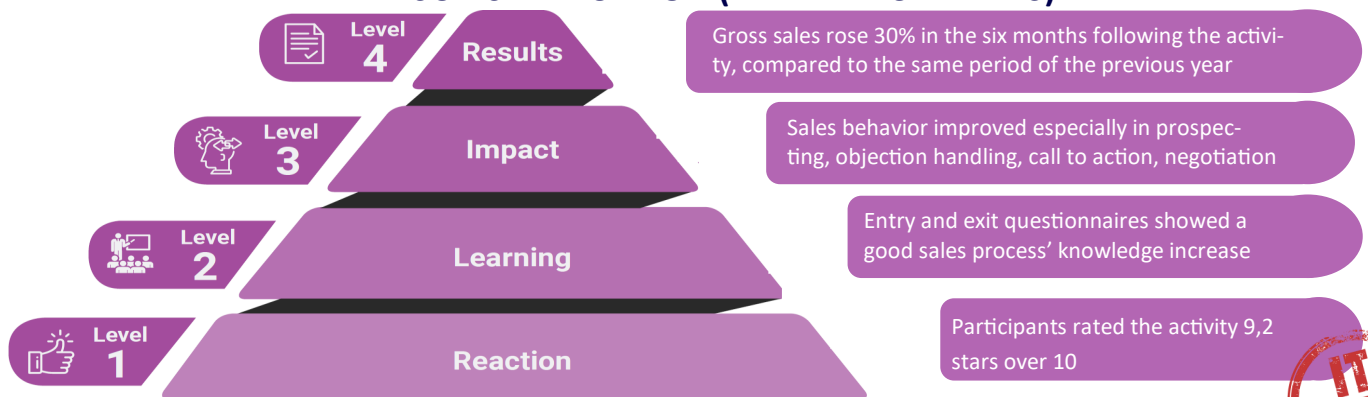
- ⇒ Sales team skills and available "sales power" audit
- ⇒ Sales training & coaching project's design
- ⇒ Activity rollout
- ⇒ Results' evaluation (Kirkpatrick's training evaluation model)

ACTIVITY AT FLOOR LEVEL



- ⇒ 40 sales training sessions (8 hours each)
- ⇒ 8 sales management training sessions (8 hours each)
- ⇒ 20 field sales coaching sessions (4 hours each)
- ⇒ 20 field sales management coaching sessions (8 hours each)

RESULTS EVALUATION (KIRKPATRICK LEVELS)



TFV is trusted by