



DHL IT Services

Implementation of a new sales strategy aimed at increasing sales effectiveness

Target group:

sales managers in direct contact with clients, sales team management

Project description:

- design and implementation of a development programme, custom-tailored for sales managers
- “Consultative Solution Selling” training courses (sales cycle, key sales skills, role of a salesperson)
- creating individual development plans
- coaching focused on putting new knowledge to practical use and changing attitudes in sales
- project execution: 11/2009 – present

Project results:

- increase in sales effectiveness
- formulation of individual development plans
- implementation of a coaching system

Participant response:

“Thanks to the course, I can improve my teamwork! The best course I have ever attended.”

“The trainer was qualified, empathic, and had a sense of humour. He helped us understand the role of a salesperson. I found questioning techniques particularly useful.”

“I realized the difference between strategic and transactional sales.”

Client reference:

“We are very pleased with the positive feedback from participants of the Coaching Systems programme. However, what’s more important than participant satisfaction is the fact that they actively put the knowledge gained in the course to practical use. The entire team have significantly developed their sales skills. Coaching Systems designed the programme very thoroughly, tailoring it specifically for us, and they were always open to our demands. I recommend the company to any organization that needs to increase the effectiveness of its performance.”

a Training and Development Manager

