



KOFOLA a.s. (FMCG)

Development Centres for sales managers

Target group:

regional sales managers

Project description:

- assessing skill levels of managers using Development Centres
- assessing skill levels of managers using ride-alongs (triple visits)
- creating individual development plans
- design of a training plan in accordance with the company's competency model
- project execution: 2009–2010

Project results:

- identification of areas for development
- formulation of training plans

Client reference:

"I am glad to have chosen to cooperate with Coaching Systems. The company had excellent references which turned out to be true.

Coaching Systems took part in assessing skill levels of sales managers using Development Centres and concurrent trade visit ride-alongs (triple visits). The result was individual identification of development areas and design of a training plan closely interconnected with our internal competency model.

Regarding the cooperation, I especially appreciate open, helpful and sincere communication on all levels (company management, trainers, administrative office support). For me, communication with Coaching Systems has always meant encountering willingness, enthusiasm for meaningful results and effort to solve any possible complications, ambiguities or disagreements for the sake of a final result being as good as possible for both sides."

Vladimír Cetl
internal trainer of Kofola a. s. – Czech Republic

