



## NOVO NORDISK, s.r.o.

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### Long-term development programme aimed at increasing sales effectiveness

#### Target group:

sales team managers, sales representatives

#### Project description:

- development and motivation of sales teams
- creating personality profiles of managers using MBTI personality typology
- assessment of skill (competency) levels of sales representatives
- creating individual development plans
- design and execution of trainings and workshops for the sales team, focused on sales skills development
- training focused on using MBTI personality typology in sales practice
- workshops dealing with communication and teamwork with outdoor elements
- project execution: 2006 – present

#### Project results:

- design and implementation of individual development plans
- increasing motivation of the sales team

#### Participant response:

*“Excellent! The training went easily, I didn’t feel like being trained at all, yet I have learnt a lot.”*

*“Amazing! The trainer managed to draw everyone’s attention to the subject of training very quickly. Easily and casually, she led us to realize what is useful and appropriate for us.”*

*“A day full of great atmosphere, motivation and specific examples. Incredibly positive.”*



**Client reference:**

*“We have collaborated with Coaching Systems on development of our employees since 2004. Their span of development activities is very wide, including training sales skills, communication, dealing with difficult customers, coaching skills for managers, Assessment Centers, effective team cooperation, employee competency development in accordance with internal competency model, and coaching managers.*

*The focus of single events was always heavily individualized with regard to current needs of our teams and to a specific situation. We especially value Coaching Systems’ client approach, their strong emphasis on custom-tailoring training programmes for specific clients and a high level of professionalism in trainers. Participants greatly appreciate the relation between workshops and training subjects and real-life practice.”*

Ing. Petr Starý

Business Unit Manager Biopharm

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