



Shering-Plough s.r.o.

Development programme aimed to translate marketing information into client behaviour and market share increase

Target group:

sales and marketing team

Project description:

- field diagnostics of sales representatives' competency levels
- execution of individual coaching programmes with emphasis on translation of marketing information into communication with clients
- coaching ride-alongs (double visits), shadow coaching
- final analysis of strengths and areas for development of individuals and the entire sales team
- coaching of sales and marketing team managers
- execution of "Using MBTI personality typology in sales" course
- project execution: 3/2008 – 3/2009

Project results:

increased market share in a given product group

Participant response:

"All the information was practised through exercises and demonstrated through examples as needed."

"The course helped me comprehend my personality type and explain many situations I didn't understand before."

Client reference:

"The cooperation with Coaching Systems and their training team helped us discover a new dimension of interpersonal relationships, both professional and personal. Their professional approach enabled us to improve internal communication and, most importantly, positively influenced our customer relationships. As a manager and team leader, I greatly appreciated realizing personality vectors of individual team members and their potential."



Understanding and proper utilization of this potential significantly helped to harmonize relationships within our company. Simultaneously, the positive atmosphere also spread into our external business activities.

I would like to thank the entire Coaching Systems team and wish them a lot of success on their professional path.”

Business Unit and Sales Manager