

Background:

The telecom company part of this case study was the first basic telephony services provider for Punjab. The company added a milestone to the rich economy of Punjab by providing world-class telephony and data services in the state.

Being a leader among the private Telecom players in the Punjab market the company faced stiff competition.

Overall Objective

Bring a focused approach to the company's channel sales for increased efficacy.

Target Audience

- Frontlines Sales Force
- Line Managers

Geographical Spread

- Punjab

Process Implementation

NIS Sparta conducted a detailed study of the market with an objective to

- Understand the current sales management process
- To understand the Key Concern Areas in selling function of Connect
- To develop a training concept note for the identified Group of trainees

The method used by NIS Sparta was

- One to one discussions with the managers
- One to one discussions with the present DMA and Direct team
- Study of presentations and documents
- Mystery shopping
- Joint Sales calls
- Interim presentations to validate the understanding

The Result

The first phase of project - 'selling skills for the frontlines yielded excellent results and the client was able to bring productivity up by 10 – 15% in the people that had undergone training. NIS Sparta then conducted the second phase, which targeted line managers and gave them coaching and supervisory skills.