

## Background

This training intervention was initiated for a global provider of high-tech consumer electronics and home appliances, enjoying leadership in several of the product categories that it is currently selling in the country. Their key concerns at the time of the intervention were about the sales of high-end product categories. The frontline staff seemed to be ill-equipped to handle the selling of high-end products of the company (Home theaters, Projection TV, Plasma Screen TVs, camcorders, etc.).

## The Need

The salespeople were unable to convince the customers as their presentation lacked impact and conviction, leading to low sales.

## NIS Sparta's solution

NIS Sparta initiated a Renewed Adaptability in Changing Environment project with the objective of improving the skills of the frontline staff (company frontline sales executives and the dealer sales people).

### Step 1:

NIS Sparta conducted a concern validation study in Delhi and Mumbai at Exclusive Digital Stores, Multi-brand Outlets, as well as competition outlets. The study involved interaction with the following:

- Company staff
- Customers
- Mystery Shopping

The findings of the study were shared with the concerned team of this company. The concerns and the findings were validated and the roadmap agreed.

### Step 2:

NIS consultants developed the entire solution as per the findings of the study, which was aimed at the following target learner groups.

- Company's frontline Sales Executives
- Channel Partners' Staff

The training for the company's Frontline Sales Executives focused on:

- Selling Skills
- Demonstration Skills
- Product Knowledge
- Coaching and training the Channel Partners' staff

At the same time, the training of the Channel Partners' staff covered the following topics:

- Selling Skills
- Demonstration Skills
- Product Knowledge
- Customer Orientation

**Step 3:**

NIS Sparta conducted the training for the company across the country. The execution involved the top outlets at the all the key cities including Delhi, Mumbai, Bangalore, Hyderabad, Chandigarh etc.

**On-the-Job Coaching**

NIS Sparta consultants conducted on-the-job coaching at all the major outlets that were identified for the roll-out plan. The objective of coaching was to ensure that participants could immediately apply the training inputs and directly demonstrate impact on the sales floor as soon as possible.

During on the job coaching, NIS Sparta consultants prepared the coaching templates. Each frontline salesperson was observed and evaluated during the period and given individual feedback and tips for improvement.