

A provider of healthcare products

Training the sales team function



The task

Having completed a strategic review, this global healthcare product provider had set a number of key objectives to deal with a range of commercial challenges. One of the objectives required the reinvigoration of the sales effort and driving up market share. Training for the sales team was highlighted as a key requirement.

The solution

Momenta's Training & Development associates initially conducted a series of TNAs and research exercises. The output from this research was combined with best practices within the organisation and from outside by the associates to produce a development programme for the sales teams and their managers. The programme used behavioural analysis techniques, designed to raise self-awareness within the sales teams and their management, and developed their ability to adapt to the diverse behavioural styles of their customer base. Alongside this, we initiated a 'coaching circles' programme to develop the managers' coaching ability, so that they could add real value and performance improvement could be sustained.

The outcome

The programme delivered by the associates placed by Momenta resulted in the sales team being better able to adapt successfully to a widely diverse range of customer types and procurement processes. In addition, the enhanced coaching ability of the managers has enabled the behaviour change across the sales team to be sustained and contributed to driving up sales volume.

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About us

Momenta is a global contingent resource solutions company, providing skilled professionals to the financial services, legal, technology and training and development sectors for over 30 years. Our people selection process is recognised through ISO 9001:2015 accreditation ensuring we provide our clients with the right people, with the right skills, at the right time and cost effectively. We are building the workforce of the future. Today.

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