



“We needed to make a paradigm shift from transactional to consultative selling so that the organization could achieve its aggressive business goals.”

—Phaswan Sangasubana,
Senior Sales Executive

THE SITUATION

TNT Express is a leading transportation and logistics company aimed to grow its business by offering customers a broader range of services and managing their full-scale needs. The industry faced increasing fuel costs and increased competition. Executing the strategy required preparing the sales force to serve as business consultants.

THE SOLUTION

Forum worked with TNT SAI to develop Strategic Selling Skills, a learning program that prepared salespeople to find, win, keep and grow their medium and large accounts. The program included best practices, tools and processes for identifying and building relationships with customers and thought sales managers how to coach salespeople toward meeting aggressive business targets.

THE IMPACT

- Sales managers reported that salespeople are better prepared for sales calls and more successful in building relationships and closing bigger deals
- Market share rose 70% in the first two years



About AchieveForum:

AchieveForum delivers leadership solutions that are designed for the customer and are built on more than 85 years of global experience. For more information, go to:

www.achieveforum.com

© 2016 AchieveForum.

Leadership Development by Design