



**Client: - Construction Chemicals Company**

**Requirement: - Improve Professional Selling**

The client is one of the first companies in India to manufacture construction chemicals in India. It produces a variety of products for almost every conceivable chemical requirement of building and construction.

They wanted us to train their executives company to increase their market shares. We at GO first spent time to understand this sales process.

In the construction business it is important to realize that there are 3 key players when it comes to any decision making on purchase of the product and the company to use. The builder who provides the capital and whose house is getting constructed, his mason who has years of experience and the hardware store owner.

We then checked the knowledge level of the sales executives we had to train. We decided that the best training would involve selling skills, sales planning, channels of distribution, handling objections, sales closing, collections and the competition as well.

We used classroom interaction and presentation along with interactive exercises. We thought a written and oral format would enable them to remember the answers for longer periods of time unlike other training sessions of lectures.

We covered all the aspects of selling in 2 days of 4 sessions each filled with written questionnaires and case studies.

A group of thirty executives were successfully trained which helped boost their confidence levels in communication. This increased their rapport with the hardware store owners resulting in better performance of our client's products.