



Client:-A Multinational financial services company

Requirement: - Improve Product Selling Skills

Our client was the first financial service company to set shop in the country.

They wanted their employees to perform better and increase their market share.

The distribution or the sales of this product was done by the Direct Sales Executives and the Direct Sales Agent. Our trainees were the Direct Sales Agents.

The main challenges faced by our team were that they had no product knowledge, no organization orientation and very low stability. The agents were barely lasting for 7-15 days and high performance incentive was compensated with low salaries.

So the motivation level for the agents was really low and they were mostly from rural backgrounds with absolutely no understanding of the job. They considered people working there for 15 days as experts.

We at GO learnt about the company, the products it offered, their target audience, the people they were employing, their backgrounds, their level of knowledge and the skills they already had.

We then finalized on a 2 day program for three groups in which we first had a company orientation to tell them what organization they were working for. We then moved onto the financial service products offered by the company and finally we concentrated on personal grooming.

This let us cover product knowledge, documentation, negative profiles/areas, surrogates, selling skills and sales planning. To ensure better retention and problem solving methods we implemented the question and answer based format

The effectiveness of this training was seen by the company in terms of higher productivity, a noticeable increase in turnover as well as retaining agents who were now staying with the company for more than 15 days.