



Client:-A Multinational financial services company

Requirement: - Improve Product Selling Skills – Activity based training

Our client was the first financial service company in the country. They wanted their employees to not only perform better but also conquer a completely new market. Being the first company in India to offer financial service products it was a big challenge for them to have people employed by them.

The main challenge was that nobody knew what they were exactly supposed to do, and they had no knowledge either about the company or what products they were selling. Due to high rejection percentages the motivation levels of the employees was really low. This led to low or rather no productivity and employees leaving every 7-15 days.

The company was spending a lot more money than originally planned on recruitment.

To impart training on product knowledge we at GO decided we would stick to the question and answer format. Documentation, negative profiles, surrogates, selling skills and sales planning were the topics covered and we decided to make it more activity based.

So we designed a 45 minute training program at 10 locations in Chennai spread over 10 days everyday. These sessions were twice a day in the beginning and end of the day filled with fun and activities basically to keep the morale of the employees extremely high. Every session had a questionnaire of 20 questions and for every correct answer a small gift was given.

We succeeded in getting all of them involved, and exponentially boosting their morale which was the main challenge. This training exercise helped increase the company's employee retention reputation.