

In-house training doubles sales at TaylorMade-adidas Golf

Reed Learning has been working with TaylorMade-adidas Golf since 2007, and together we have designed and delivered a bespoke training programme for sales staff.

1. THE PROBLEM

Andrew Law, Sales Director says: "The driver for choosing training was not a specific problem - more the identification of an opportunity. We could see the potential for growth in our market, and we knew we could grow the business to take advantage of this.

As an organisation we've seen the business benefits of investing in our sales forces: sales increase, motivation is improved, it encourages commitment and professional communication, and our staff deserve it.

So, having identified a focus on developing robust and logical procedures, greater client-focus in communication and confident closing skills, we chose Reed Learning to help us design a series of training programmes specifically tailored to our sales process."

2. THE SOLUTION

"The training took the form of two-day events focused on:

- Owning your area
- Preparing for a booking
- Personal selling skills
- People profiling

An important outcome of the course for us was improving planning and preparation - making it user-friendly, systematic and relevant. Our sales people gained a structure to help them:

- Define opportunities
- Prepare for calls
- Handle questions and objections, and close the deal

They also learned techniques to sharpen their communication style and ways to see the sale from the client's perspective, using their language and understanding their motivations."

3. THE VERDICT

"We've been delighted with the results we've seen since the programme. Don Moore the trainer was able to adapt his delivery to meet our needs exactly, and as a result the planning tools are proving a vital addition to our sales people, who are noticeably more business-like and successful. They're more confident in communicating with clients and a focus on structure and planning has brought a highly organised style of working."

"Year to date sales are up more than 100% on this time last year, and this is attributable in no small way to the training we received."

TaylorMade-adidas Golf is a leading supplier of golf clubs and accessories to the retail industry.



SPECIALIST ACCOUNT MANAGEMENT

The Reed Learning Account Manager chosen for the TaylorMade-Adidas Golf project was Gareth Williamson.

"The most important factor in the success of the sales training at Taylormade-adidas Golf has been the pre-course planning. Choosing the most appropriate trainer is key, and Taylormade Golf were keen to work with us to ensure the trainer chosen matched their culture and selling style. The trainer selected was ideal, and he worked closely with the Sales Director to create a really effective bespoke training solution for the company."

Gareth has been working as a Learning & Development consultant for Reed Learning for almost five years. In this time he has managed large scale projects with clients such as Tyco Electronics, UL International and Amgen amongst others.

In 2008 Gareth took the opportunity to set up a brand new office for Reed Learning in his native Northern Ireland, launching our training services to a whole new market. The move was a great success, and Gareth now spends his time travelling between Belfast and London, working with clients in both regions.

"Gareth has been able to deliver an excellent professional service both in terms of supporting administration and the calibre of the trainers sent." Helen Haresign, UK Training & Development Manager, Tyco Electronics UK



IN-COMPANY TRAINING IS:

- Convenient – courses can be delivered at your chosen location at your chosen time, minimising your employees' time away from work
- Tailored – a range of courses can be mixed and matched to create the programme that best meets your needs
- Industry-specific – case studies and materials used in our programmes can be selected based on relevance to your particular industry
- Brand new – if we don't already have the course you want, we will write it for you. We can deliver a huge range of programmes, from workshops to executive coaching to 360° reviews
- Confidential – in your own location or environment, delegates can discuss real issues and use real data to learn practical, not theoretical lessons
- Expert – Reed Learning has over 30 years' experience delivering training and access to the UK's largest database of training and consulting expertise. If we don't have the expertise in-house we will find it for you

THE DEVELOPMENT PROCESS VARIES ENORMOUSLY FROM CLIENT TO CLIENT, BUT AS A ROUGH GUIDE, THIS IS HOW IT WORKS:

1. Tailored requirement

You identify a training need that may not be met by an open scheduled course. Or you may be looking to run a training event for a group or whole department.



2. Contact

You call our account management team on 020 7520 6600 (England, Scotland, Wales) or 02890 248 347 (Northern Ireland and Ireland).



3. Consultation

You'll be directed straight to one of our sector-specific account managers, who'll schedule a time to establish what you want to achieve from the course. With your objectives in mind, they'll help you plan a programme that gets the best from your training budget, no matter how large or small.



4. Programme outline

Once your Account Manager knows what you want to achieve, they'll select the most appropriate trainer who will provide you with a draft programme outline.



5. Review proposal

You can then review the course proposal, discuss the best delivery methods with your trainer and make any revisions until you are completely satisfied with the content.



6. Location

Then you just need to decide whether you want to run the course on your premises or at an external location, which we can arrange for you.



7. Feedback

Within two weeks of the training a detailed summary report is emailed to you containing the trainer's and delegates' evaluation of the programme.

A LITTLE ABOUT REED LEARNING

Reed Learning is one of the UK's leading training companies, delivering more courses, more often, in more locations than anyone else. We're passionate about quality, and many of our courses are endorsed by professional industry associations. Our public and in-house training courses deliver results that make a real difference, and our clients agree: 99.5% would recommend us to a colleague.



Greater London
National Training Awards 2009

