



**REAL TIME
TRAINING NEEDS
ANALYSIS**

“ I couldn't have done such a good job without your support. The Training Needs Analysis has been invaluable, allowing us to identify what we need to do to support our teams going forward. ”

OPTIMISING THE EFFECTIVENESS OF A NEW SALES MODEL



PROBLEM

A pharmaceutical company client of ours had developed an innovative and powerful new sales model to create a competitive advantage in their demanding marketplace.

Before implementation could begin, the client identified a need to better understand the current levels of selling capability across the organisation, via a Training Needs Analysis (TNA) to help position and optimise the new approach.

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SOLUTION

We worked closely with the Learning and Development and Sales Leadership teams to fully understand the current situation.

We then proposed the idea to observe and assess the client's sales teams at work – interacting with their customers – to gain maximum insightful and robust assessment of the current selling capability.

The other big plus for this approach was that busy sales teams would not need to spend time away from their day jobs to enable this assessment to take place.

We conducted these real-life, sharp-end observations with every sales person in the field, capturing the data using our online Merlin platform for real-time reporting.

These outputs were presented to the client via an online dashboard for instant and straightforward identification of the sales team's training needs.



RESULT

A number of successful outcomes were identified and reported by the client, as a consequence of the use of this real-time Training Needs Analysis.

These included;

Individual training needs identified

Team training needs identified

Personal development plans were re-vamped

As a result of this the client's learning and development team were more able to address capability gaps during the roll-out of the new sales model.

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