



# COMPANY CASE STUDY

## THE BUSINESS

Signify (Formerly Philips Lighting)

## THE PROBLEM

In response to a shifting marketplace from a product sell to a total solution sell, both the team and managers recognised the need for a reset and upskilling including a customer centric approach, agile and innovative thinking.

## WHAT DID WE DO?

We created an academy running over a 6-month period, supported with ongoing coaching for all key account managers, modules included:

- Presenting to inspire and captivate.
- Navigating the constant changing marketplace.
- Building trust-based customer relationships.
- Using data to create compelling value-based sales proposals.
- Growing commercial opportunities.

This academy was delivered virtually due to manager and team locations, we also delivered in English and French with Mandarin currently in development.

## OUTCOMES

### Result One

Defined strategies for BDM's and account managers by sector to increase revenue.

### Result Two

Aligned customer business plan to company objectives.

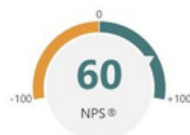
### Result Three

Improved virtual and professional presence.

### Result Four

Improved networks & targeted conversations within customer accounts.

## NPS SCORE & FEEDBACK



"Wow, I loved this, very interactive. I want more of these trainings!"