



Case Study

PTS provides quality training in many areas and this case study illustrates our approach to one project

Neopost is Europe’s leading mailroom equipment and logistics solutions provider, employing over 5500 people in more than 90 countries worldwide, and with over 800,000 customers globally having highly skilled sales teams is essential to the company’s continued growth in a very competitive international market.

“ Delegates respond well to the PTS ‘Sales Academy’ approach. We’ve had people who joined with an apparent low skill level who have become highly competent, driven professionals. ”

Chris Burns, HR Director

With the UK being one of the most dynamic postal markets in the world, it is critical that Neopost’s sales teams are totally professional and had the high level skills to meet the challenges and demands of the 21st century.

With this in mind, the ‘Neopost Sales Academy’ was born.

The ‘Academy’ style is a dynamic approach to learning, dovetailing classroom and field training with continuous refinement, flexibility and adaptability. This allows the programme to cater for the needs of delegates at all levels and with wide ranging skills, but critical to its success is ongoing and continual evaluation of delegates’ progress.

The core programme consists of two formal class-based training modules, each of one week duration, delivered by highly motivating trainers with hands-on industry experience. These modules integrate both product knowledge and personal skill development. The learning process is strengthened with daily revision papers and delegates that require additional training are recommended further learning plans.

The class-based learning is reinforced with field training, which is tailored for each delegate based on suggestions and recommendations of the trainers to the management teams. The programme is continuous with follow up sessions at 5-6 week intervals which allows constant tracking of progress. Best practice from the field is constantly analysed and incorporated into practical role-play sessions, and feedback from these follow up sessions is reported directly to delegates by psychometric reports and one-to-one sessions with the tutorial team. The Academy also feeds back results to management with recommendations for actions needed to maintain continual progress.

During the programme each delegate has clear results-based objectives to attain, and only on achieving their objectives do they graduate as fully-fledged sales executives.

Burns commented, “We’ve had people come through the Academy who have knocked well-established sales people off their perch. successful with a 9 –11% year-on-year growth despite it being a mature market. To maintain this it’s even more important that our sales teams have the highest level of skills to take us through the current difficult economic times. Our investment in the Academy has shown a significant return, played a major role in our success in the past, and will continue to do so in the future.”

Take a fresh look at training



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PTS has a wealth of expertise spanning 25 years.

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