



Case Study

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

DCS are one of Europe's largest distributors of Health and Beauty and are the UK's distributor for Gillette, Colgate, P&G and Unilever. PTS were commissioned to create an Account and Management Development programme to assist with bringing on young talent.

“ The business needed to elevate our existing sales programme to ensure it had sufficient rigour to meet the demands of our very competitive industry, and PTS came up with a training solution that ticked all the boxes. ”

Richard Jorden
Commercial Director

**Take a fresh look
at training**



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In order to ensure that the existing sales training had sufficient rigour to meet the demands of this 'Retail Distribution' business, PTS were commissioned to develop a programme to cover all levels of delegates in the sales team, but with a particular emphasis on the buying department and their 'negotiation' skills.

An initial training course was undertaken which addressed these skills followed by a sales refresher or account development programme.

Topics within the course included:

- a quick refresher and common language topic for the account management team
- a series of practical sessions dealing with all the various staged of account development
 - new opportunities
 - existing opportunities
 - problematic opportunities
 - a rigorous account review session
- negotiation and presentation skills to ensure professional delivery also to ensure that the company proposition is presented in an appropriate way
- a final 'surgery' session dealing with any specific issues of concern

After each session to ensure knowledge and understanding before moving on to other subjects, delegates were tasked with compiling evidence of the results of their efforts in applying the skills learned in the classroom.

In line with this training a management development programme was undertaken to ensure that the senior team were equipped to support the growth of the business with best practice and effective people management skills .

Each delegate ran their own training passport covering what was taught and the results of their effects in the application of those skills to ensure to ensure that the appraisal process and personal development plans would remain dynamic.

Phase two of the programmes are currently being planned.

PTS has a wealth of expertise spanning 25 years.