



Human Capital Development: Case Study

Client:

A leading talent agency

Challenge:

Create sales teams and implement effective business strategies for market entry.

Solution:

Our consultants designed quantitative and qualitative studies to understand the complex buying processes of key accounts and to design a sales process to address them. IGBS and the client team used the sales process to clarify sales and sales support roles and responsibilities, to identify selling skills and training needs, to define coaching and performance management processes, and to identify sales support tools and infrastructure needs.

Our consultants then worked with management team to develop an on-site training program to improve company sales effectiveness so it could meet aggressive sales growth goals.

Contact an IGBS Solutions advisor for more information. E-mail: services@igbsinc.com