



## TESTIMONIAL

“Given the stiffer competition on our market, we were pleased to see that our sales results in 2014 showed solid 89.2% customer retention, and that new contracts were up 7% on the previous year and far higher than our main competitor (+4.4%) over the same period. We would like to continue with this initiative and make it one of the main components of the change support for our teams.”

Joëlle Attal-Molere, Group Commercial, Sales Operations Director

To deal with increasingly stiff competition, Coface is rethinking its entire sales and marketing strategy. In less than six months, Coface wanted to instil a “hunter” spirit in its international sales force to generate more business leads and improve conversion rates.

Coface was impressed by the approach proposed by Cegos. It was also essential to be able to rely on a partner that could support them around the world. The network of trainers and the way training delivery was managed in the regions provided the level of quality and responsiveness that made the project a success.

Cegos designed a specific training course for each population to be trained, whether managers or sales teams (sales managers, account managers, direct sales staff and indirect sales staff). The courses unfolded in three stages:

- Video teaser and kick-off webinar
- One or two days training
- "Feedback" webinar and certification

Under Cegos' coordination, this "intensive" programme was rolled out in three months in 35 countries and 14 languages.

## BENEFITS

- 99 training sessions in 10 weeks across all continents
- Very positive feedback from managers and team members, even though the project is part of a transformation programme
- Immediate application of the methods and tools had a proven impact on the quality of customer relations and business development
- Applying best practices helped identify and acquire new customers
- This training programme won two silver medals in 2015: Sales training from ActionCo and "Best programme for Sales Training and Performance" from Brandon Hall Group Awards

## KEY SUCCESS FACTORS

- Cegos' know-how and responsiveness in managing international training projects
- Very committed project teams at both Coface and Cegos
- Strong involvement of the Coface Sales Department
- Strong motivation in HR and Steering Committee to quickly solve any operational issues