

Reference Innovation

CUSTOMER EXPERIENCE

**Future Sales Pro:
Sales Reskill,
Designing skill
competencies and
metrics with Design
Thinking**



Base Line

Digitization, a network society, new working environments, and the post-growth economy pose major challenges for organizations such as our customers in the ICT sector. This is especially true for sales!

Base Line

- What do these developments mean?
- What conclusions do we draw from this?
- What impact does that have on us?

These questions and answers influence the sales competencies/ skills, which has to assert itself in a VUCA world.

Volatility

Uncertainty

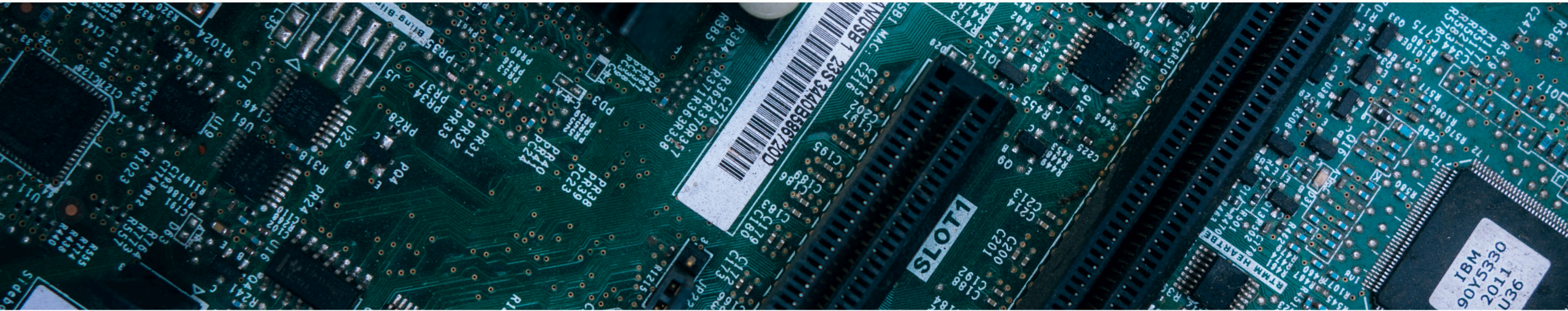
Complexity

Ambiguity

Which knowledge, which abilities and skills, which properties, attitudes, and values have to be specifically developed in our customer's business?

Which key competencies are effective in a digitized world?





Benefit

Focusing on needs in sales with Design Thinking brings quick success!

Up- and reskilling creates competitive sales capabilities fit for the new generation.

Benefit

- Reskilling and upskilling strengthens sales and make them fit and fast for the new market and its changing customer needs.
- Differentiated roles are the basis for creating targeted and effective measures in the future.
- The model can be permanently updated and can react quickly to new changes.
- A "Persona-Set" is used as a basic building block for further "Personas" in sales and in personnel development measures.
- The close connection with the market and real customer participation in various roles provide valuable insights and measurable cost advantages.





What Happens?

Sales reskilling, design of skill competencies, and metrics with Design Thinking.



What Happens?

- Market flash in the form of a Delphi survey.
- Deriving the first competence cluster for later consolidation.
- Short workshops with affected managers were carried out. Avatars for sales were created with the help of the Design Thinking method “Personas”.
- There was a correlation with customer opinions. Based on this, we carried out a successful optimization.
- With the help of a Delta Analysis, the gaps were determined, and the re- and upskilling requirements as well as the qualification measures derived.
- Fresh formats, digital modules, and customer participation show great effects and set accents.

Contact



I.T.C. Incentive Training Communication GmbH

Frankfurter Straße 151 B
63303 Dreieich
Germany



E-Mail

E-Mail: Melinda Schied - m.schied@itc.de
E-Mail: Wiltrud Lentjes-Schied - w.lentes-schied@itc.de
E-Mail: Ljudmilla Regeniter - l.regeniter@itc.de



Fon

Fon: +49 6103 3783-0
Fax: +49 6103 3783-100



Website

www.itcg.com

