

Case 5: Training on 'The Mahindra Powerol Way of Selling HkVA Gensets' in 2016

Sponsor: Mr. Sanjay Jain (VP Retail & International Sales)

Customer: Mr. S Subramanian



Stated Need:

Powerol was getting into a new segment, HkVA gensets. Till then, the company was operating only in LkVA, a Commodity market. So, its team was selling on commercials, and was not technically strong. Selling the HkVA range is a TechnoCommercial job. HkVA purchase is a high-value purchase; the process usually involves multiple levels, committees, external Consultants. **So, Powerol wanted create & embed Unique Selling Capability – Technical Skills, Planning & Soft Skills' in its sales team.** This includes how to generate enquiries, segment the market, engage with different people, build relationships, negotiate, and sell what each person on the Buyer's side values

Solution:

1. The Mahindra Powerol Way of Selling HkVAs

We co-created 'The Mahindra Powerol Way of Selling HkVAs'. We created a training film which had 4 modules:

- a. Attitude and Empowering Beliefs
- b. Milestone 1: Establish yourself as a Gensets Expert
- c. Milestone 2: Get agreement on the Right Product
- d. Milestone 3: Get agreement on your Commercials and Close

We trained the Company Sales Team of around 80 people. They trained the GOEM sales reps using the film and coached them OTJ using the Coaching sheet we equipped them with

Outcome:

Mahindra Powerol achieved its first year HkVA sales targets by a big margin. Mr. Jain told us that he believes our intervention was crucial in this achievement