

Case Study – Monin

Building an International Sales Capability

ABOUT CLARKMORGAN

Founded in 2001, ClarkMorgan Ltd is one of Greater China's most awarded training and development firms. The firm has been 'Training Firm of the Year' in both 2007 and 2008 by CCH Wolters Kluwer and 'Most Outstanding New Trainer' by the Hong Kong Management Association in 2008.

In 2005 the company began publishing China's longest running, bilingual human resources magazine, NetworkHR. In 2012 ClarkMorgan helped found the Chinese Association of Training & Development Specialists (CATDS).

Today ClarkMorgan Ltd has three offices across China, as well as an office in Melbourne, Australia. The firm assists both foreign and Chinese multinational firms improve the soft skills of their employees to improve productivity, engagement, sales and negotiation outcomes.

The company maintains a faculty of 16 trainers, each with unique skill sets. Trainers speak English and Mandarin and have worked throughout Australia, China, Europe, South East Asia, and the USA.

For more information, please visit www.clarkmorgan.com.

BACKGROUND

Monin was founded in France in 1912 and while the brand is distributed in more than 140 countries, it still remains as a family oriented company.

Today the company has four production facilities, located in the USA, Europe and Malaysia and produces a range of syrups, sauces, concentrates and purees, and services the coffee and food and beverage industries globally.

ISSUE

Monin's selected trainees are experienced bar men and women who are responsible for promoting and selling Monin various food and beverage segments, including fast food chains, hotel chains, coffee chains, and bars. This wide range of customers means that these trainees must be able to persuade a decision makers, from marketing, purchasing, and R&D department, as well as individual store owners.

Further complicating the sales approach, the trainees are based in different markets, which include Asia Pacific, the USA, Europe and the Middle East, and therefore operate within very different cultures and customer needs. The Monin decision maker therefore requested multiple training sessions, held simultaneously, and therefore requiring multiple trainers.

SOLUTION

In line with the request, ClarkMorgan provided three experienced trainers – Jeff Lunz, Patrick McDonald, and Jamie Dixon. Jeff and Patrick led two separate 'Managing Customer Expectations' programs, with Jamie running a 'Public Speaking Skills' program with three high-potential staff.

Two days later, Jeff and Patrick returned to conduct a 'Persuasive Sales Technique' program with the entire group – approximately 20 trainees in total.

RESULTS

Four separate programs were rolled out over two days, and involved three senior ClarkMorgan trainers.

The fourth program, Persuasive Sales Technique, was ideal in cementing the sales ideas into measurable behaviour and as a result the feedback from the trainees and the decision maker was very positive.

As a result further training has been discussed within the region.

MODULES TAUGHT

Program 1 & 2: Managing Customer Expectations

- Building Rapport – Mirroring and Matching
- Discovering Deeper Needs – The Funnelling Technique
- Improving Customer Experience – The Story they will Tell
- Needs Audit
- Understanding Deeper Motivations – Needs vs. Wants

Program 3: Public Speaking

- AUDIENCE Analysis
- Body Language for Presentations
- Confidently Beginning a Presentation – The 5-Step Introduction
- Handling Difficult Questions
- Key Message
- Maintaining Attention by Improving Communication – Referring to the Audience

Program 4: Persuasive Sales Technique

- Analysing your Prospects – Target Acquisition Equation (TAE)
- Presenting Information in a Persuasive Manner
- Reaching Agreement
- Understanding Leverage and its Components
- Understanding Your Firm's Competitive Advantage – Features Audit

CONTACT INFORMATION

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