

Building Services Selling Skills to Generate Solution Sales and Increase Market Share

Situation

In 2000, Eastman Kodak faced increased competition in its healthcare imaging division. As a result, Kodak hired a team of Service Consultants to supplement its existing sales team. The Selling Kodak Imaging Solutions (SKIS) program was designed to teach these new Kodak Service Consultants how to effectively work with their sales team to sell not only professional services, but also the total Kodak Imaging Solution. Because the employees filling this position were new to Kodak and Health Imaging, they needed a strong foundation in selling professional services in this market.

Performance Solution

Vantedge partnered with content and delivery provider ITSMA to develop a four-day sales training program designed to develop the Kodak Service Consultants' skills and knowledge to position and sell professional and networking services, thereby driving increased revenue and accelerating the growth of Kodak's HI solution business.

The final day of the program was spent in an intense sales simulation exercise where the learners applied the knowledge and skills gained on the first three days of the training to respond to a drawn-from-real-life scenario using actual Kodak Health Imaging clients.

Results

The Selling Kodak Imaging Solutions training program received an evaluation score of 4.42 on a five-point scale. In a post-test, administered to evaluate how effectively the course increased knowledge of key topics, learners received an average score of 93%. Kodak also sold professional services to the client who participated in the sales simulation exercise on Day Four.



"I would give Vantedge rave reviews in terms of professionalism, creativity, and attention to detail. The Vantedge team interviewed our subject-matter experts, some at very senior levels, then designed and developed two separate instructor-led workshops – the first was a one-day program, and the second was a four-day program. Both programs were developed under extremely tight time constraints. Once the design documents were reviewed and approved by Kodak, the Vantedge project manager oversaw the design and development process effortlessly (or so it seemed to us!) We were impressed, particularly with the first program, with Vantedge's original ideas for presenting the content in an interesting and fun way, and threading it together around a common theme to make it come to life for the participants. I would not hesitate to work with Vantedge again. I would be happy to provide additional details."

Linda Cegelski
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