

Business Case Study

Selling process in a top luxury hotel chain

BACKGROUND

As a part of its long term sales development strategy one of the leading luxury hotel chain in India wanted to improve the ability of its sales force to sell consultatively and also create a pool of Key Account Managers who would act as sales touch points for deepening existing client relationships and produce tangibly improved sales results. In this corporate office sponsored business critical intervention the client partnered with InspireOne to chalk out a development path which developed the key competencies that are required for the role of a luxury sales person and a KAM .

SOLUTIONS

A 6 month journey of several interventions for the levels of sales managers, regional managers and directors of sales & marketing.

LUXURY SELLING SKILLS : To enable the selected audience to create a strong personal brand with their “luxury oriented “clients and also within the organization which creates a larger impact on various other organizational aspects.

KEY ACCOUNT MANAGEMENT :Creation of a KAM framework that would be followed across the organization to ensure the desired results in luxury sales and deeper relationship management

KEY OBJECTIVES

The key objectives of an intensive learning initiative for 6 months per target group were -



ACHIEVEMENTS

- The Intervention was a huge success winning appreciation from participants, supervisors as well as the leadership team.
- The intervention resulted in increased penetration in customer base and profitability