

Godrej & Boyce Manufacturing Co Ltd

Vikhroli, Mumbai



Case Synopsis:

Godrej Vending sells its vending machines on a Direct Selling Mode as well as Channel Sales Mode. The Channel Sales Team lacked a focus on Customer Retention and the Direct Selling Team had a very low count of MNOC. (Min no of calls per day). The team was engaged in 2010, 2014 and 2015 for Learning and Development. The Key deliverables were tracked for 3 months post training and results posted to SBU Head.

Key Deliverables:

“Sniffers” will do lead generation and “Killers” will do sales closings in Direct Selling.
MNOC (Minimum No of Calls/day) norms have to be followed very strictly every day.
“Outright” sale sites are as important as “Rental” sites in Vending business.
Channel Engagement program must be implemented to ensure channel participation in business.
A minimum no of machine demos per week must be tracked.

Post Training Tracking:

PTT posted a growth in Direct Sales results by 18% in 2014. The MNOC came up to 7 and there was considerable addition of “Outright” sale sites for Godrej Vending.

A suitable Channel Engagement Program reduced Channel Attrition by 31%. The Internal Customer Satisfaction Index amongst Channel Partners grew to 84%.

Footprint

Mumbai