

Godrej & Boyce Manufacturing Co Ltd

Vikhroli, Mumbai



Case Synopsis

Godrej Appliances Division has 849 Sales Canvassers across the country attached with MBRO (Multi Brand Retail Outlets). The Leadership team at Godrej wanted the team of canvassers to understand the art behind science of selling. The soft skill of Sales was required to be understood as a process so that even average FOS could deliver results in the MBRO format.

Key Deliverables

1. Understand the FAB matrix but sell only Benefits.
2. Always be Closing
3. Demo competition and arrive at Godrej models
4. Challenge customer with USP of Godrej Appliances
5. Update MIS every day

Post Training Tracking

1. Canvasser attrition came down by 28% in 2012, 34% in 2013 and 21% in 2014.
2. Canvasser productivity went up by 18% in 2013 – 14.

Footprint

Mumbai, Pune, Nashik, Nagpur, Ahmedabad, Lucknow, New Delhi, Chandigarh, Bengaluru, Hyderabad, Chennai, Cochin, Bhopal, Kolkota, Bhubaneshwar and Patna.