

What is it ?

The unique STAR Academy was developed for Danone Waters UK and is an holistic approach to driving improved selling.

The Academy has four elements spanning the full spectrum of levels within the commercial operation :

From the salesman level - “*Sell to me*” is a refreshingly new way of making your field sales team more effective. It includes such techniques as “Precision Questioning” to make every sales call more incisive.

Moving into Account Management - “*Strategic Selling*” was developed specifically for STAR and drives company strategy into a radically re-engineered customer planning process. Within this module delegates are trained to both develop and deliver strategically aligned breakthrough plans to the point of purchase. The aspiration of Strategic Selling is to achieve stretching *Joint Business Growth Plans* with customers AND a point of purchase which truly reflects your business strategy.

For senior customer managers - “*Negotiation*” is delivered only by a very senior buyer with 20 years experience and features significant role play and live handling of tactics and counter-tactics

And for Commercial Leaders - “*The Edge*” was again developed specifically for STAR and drives your leaders to be both insightful and creative in their new thinking before grounding new ideas in a commercially mature action plan for board presentation and sign off. The outputs from “The Edge” are reinvigorated leaders with new perspectives on how great leaders should act and a series of “BIG IDEAS” [often NPD] which have been critiqued by a senior team and which have high chances of success...the payback on this program alone paid for the entire STAR Academy for Danone !



The Secret of our Success ?

Investing the time and effort to ensure the program is truly fit for purpose, bespoke to the client and their people/ their language PLUS top trainers/facilitators with the credibility to inspire

What were the RESULTS ?

The evidence is clear...STAR works on many levels...

Level 1 : Specifically quantified [by the client] sales results gave a payback of >8:1

Level 2 : The total category [driven by Danone] has gone from decline to growth and Danone have significantly grown their share since STAR began.

Level 3 : Danone have been rated 2nd and 3rd over the last two years in the Advantage Group Survey by their biggest UK customers [having been 13th in the previous year]...only beaten by Coca Cola & Pepsi Co/Walkers and ahead of such impressive companies as Mars, Nestle, Proctor and Gamble Snacks, Cadbury's and others...

Level 4 : Every delegate has specified their skill improvement areas - in every case the improvement in skills and job satisfaction was significant...

What does the client say...Top to bottom

James Mayer VP Sales : “ I delegated the STAR Academy to Star Commercial Academy one smart move”

Abi Marchant Sales Development Director : “We were astonished how quickly Star Commercial Academy spoke our language”

Dan Connolly NAM : “The training mediators have been superb and full of enthusiasm”

David Tolmie NAE : “I moved ASDA’s perception of us from inflexible and risk averse to flexible and able to find creative solutions to issues”

Michael Clements Ind Ret Field Team : “The Selling course had specific tools and techniques which could be tailored to my specific role. I was very impressed”

If you would like to discuss either all or part of STAR tailored for your business please contact : Chris Hudd 0870-2243381/07968-944552