

Its the toughest business environment we have seen in the last seven years - even our “big brand” clients are having to take a careful look at every penny they spend.

One of our major clients lived through their own version of “Black Wednesday” last summer.



Danone mineral waters [owners of such leading brands as Evian and Volvic] in common with all other water / soft drinks and ice cream manufacturers had a horrendous summer season due to the lack of a British summer - sales typically quadruple in the key months and last year it just did not happen.

So - how do you respond when the going gets really tough ?

Many companies simply take cuts to their headcount, delay projects and cut all discretionary budgets in order to try to hit this years numbers...this can cause long term business damage. Others take a braver approach...



In the case of Danone the solution was upweighting marketing in order to take share from competitors AND radically upskilling their commercial team in order to trade more effectively. Our solution was called “The STAR Academy and was wholly bespoke for Danone.

We developed four separate products covering their commercial operation from top to bottom as shown below :

Sell to me - making Danone Sales People sell in a radically new and different way.

Strategic Selling - ensures that company strategies are driven into both Annual Commercial Plans and Joint Business Growth Plans with major customers.

Negotiation - delivered by a buyer of 20 years experience

**Improving your customer management
for bottom line growth**



Commercial Edge - a strategic leadership programme in which leaders are challenged to develop new and ground breaking ideas and then drive them to execution.

And the results of this bravely ?

Danone have both grown market share radically and identified in excess of £1 million in specifically improved commercial deals as a result of STAR. They are now in a real position of strength to move their business forward , with stronger brands and better equipped people.

This is what James Mayer Danone’s VP of Sales had to say :

“ I delegated my commercial training to the STAR Academy,one smart choice !”

If you are feeling the squeeze and would like to discuss positive training solutions, contact...

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or call : 0870-2243381

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