

enparadigm 

# **Building Sales Champions**

**Through Structured Learning Mandate  
for Field Managers**

**FMCG Giant**

**Enparadigm** designed and delivered learning journeys around sales centric competencies for entire zonal level teams for one of India's oldest and legendary FMCG conglomerates. Established more than hundred years ago in Calcutta, the brand is ubiquitous across stores not just in the subcontinent, but is also present across 90 countries around the world. In FY20, the company posted \$10 Bn (Rs 75k Cr) worth of revenue and is publicly listed, employing over 30k employees.





## Identifying the Need

The company has the following hierarchy for its field sales team:



Enparadigm designed a carefully curated program for each level of its Zonal Level field teams as well as the Corporate division (Trade Marketing & Distribution).

The need was focused around employees that were due for promotions in the upcoming cycles, the idea being to make them ready for the next set of responsibilities and enable them to do the step up better.

In the past, programs have also been delivered for the managers sitting on the other side of the table, i.e. for giving effective feedback during appraisals. This was for the Stationary division of the conglomerate.



# Program Structure

Key outcomes expected from each module were as follows:



## Assistant Managers

- Holistic business understanding
- Understanding perceived customer value
- Understanding the perspective of other functions
- Understanding impact of business decisions on the P&L

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## Area Managers

- Scaling up to be an Assistant Manager
- Goal setting and growth mindset
- Distinguishing between important & urgent tasks
- Managing reportees with different personality styles
- Setting expectations with reports
- Communicating with clarity

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## Area Executives

- Scaling up to become Area Managers
- Forecasting & Inventory Management
- Margins, Discounts and Profitability
- Managing Channel Partners & ROI
- Navigating the stages of a Sales Cycle & Pipeline

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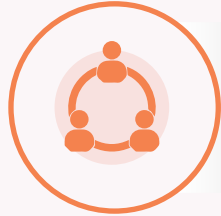


# Program Methodology

## Pre-Work Activity



Get sign-off on key  
takeaways from  
internal stakeholders



Randomized participant  
connect and participant  
self assessment



Finalize modules &  
session plan and  
get internal sign off

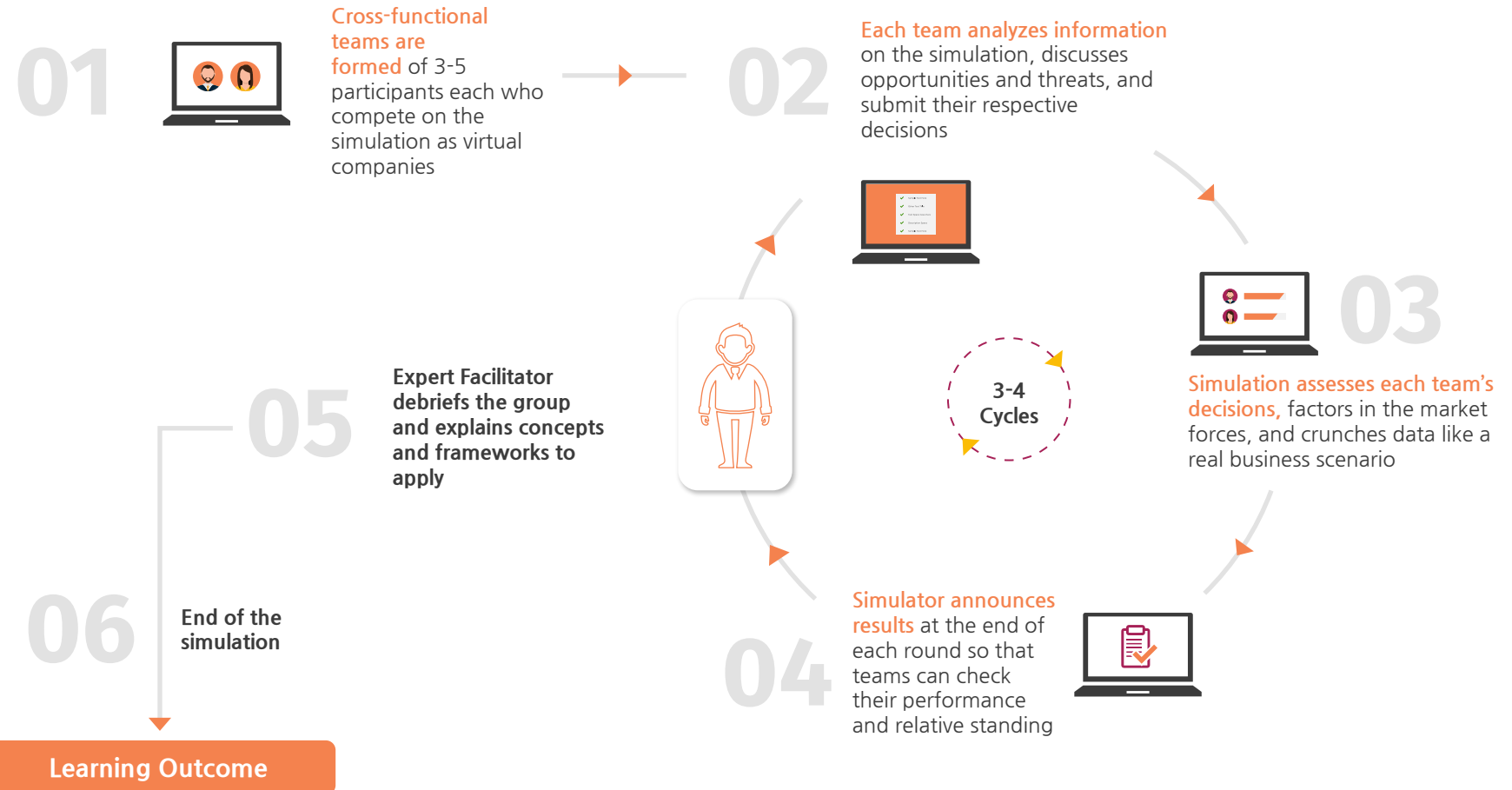


Re-group with  
facilitator to transfer  
relevant context and  
information



Program  
Launch

## Workshop Methodology



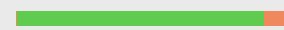
Teams understand the business scenario, take monthly decisions, and understand the impact on their virtual company experiencing several years of business journey in a matter of hours.

# Program

## Feedback (for delivered sessions)




Overall Learning Experience:



**9.0/10**





My approach of  
people and task  
orientation:

Before the workshop:  **7.14/10**  
After the workshop:  **8.80/10**



My understanding of  
how to adapt to  
different social styles:

Before the workshop:  **4.90/10**  
After the workshop:  **8.35/10**





My understanding of  
how to use feedback as  
a tool to inspire people:

Before the workshop:  **5.33/10**  
After the workshop:  **7.90/10**





My understanding of  
effective delegation:

Before the workshop:  **7.04/10**  
After the workshop:  **8.90/10**



My understanding of  
how to tackle difficult  
feedback conversations:

Before the workshop:  **4.67/10**  
After the workshop:  **7.90/10**



I will recommend the behavioural  
simulation workshop to my  
colleagues:

**9.28/10** 



# Participant Testimonials

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“I had a great experience in the Beacon simulation workshop tackling real-life situations with the concepts learned in the session.”

-Assistant Branch Manager, Pune

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“The 2 Day workshop was fun-filled and well-structured with learnings at every point. The peer-to-peer learning along with the analysis of every decision made on a forum that brought out the best in us, helped a lot.”

-Assistant Key Account Manager, Bengaluru

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“The workshop has been extremely efficient in putting out the managerial aspects needed to thrive in a very intuitive manner. You tend to realize and connect with the learnings in a manner that it's much more structured and easily relatable.”

-Assistant Manager, Convenience, Chandigarh

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“This is one of the few good training sessions I have attended in my entire career. Simulation based task delegation and the results obtained will definitely help me increase the skill level when comes to people handling. I thank Avijit Sir (facilitator) for his well-organized sessions.”

-Assistant Manager, Hospitality, Chennai

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“Very engaging workshop with the simulation being a very interesting tool- the facilitator was very crisp and straightforward with his analysis.”

-Area Manager, Delhi

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“This workshop would be very useful as it helped me in clearing my thoughts in terms of managing people and laying a plan for each one of them.”

-Area Manager, Cigarettes, Lucknow

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“It was a good session.. was delivered well and simulations were very helpful. Biggest takeaway was to not depend on powerpoint, instead narrating with examples.”

-Assistant Manager, Channel Development, Chennai

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“A good workshop to understand different personalities of people and how we can effectively interact in an official setting. The simulation puts you in an environment to take decisions and later reflect on them, on how the conversation progressed.”

-Brand Manager, Innovation, Chennai

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“The simulation is very engaging & gives virtual-practical experience of having a conversation just like real time.EEC Model was my biggest takeaway.”

- National Logistics Manager, Chennai

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Find out more at  
[www.enparadigm.com](http://www.enparadigm.com)

## Contact us

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