



**SALES
MBA**
by Eagle's Flight™

CLIENT: ONE OF THE WORLD'S LARGEST FOOD AND BEVERAGE COMPANIES

Client Request

- To shift the sales team's mindset and behaviors from selling a product to selling a solution

Audience

- Sales managers, salespeople, sales support

Eagle's Flight Delivered

- A series of customized training programs for multiple audiences which included:
 - Two five-day sales training courses
 - Two two-day courses for those who support sales
 - Two two-day executive leadership courses

Tools Provided

- Technical product reference guides created upon client request; Eagle's Flight condensed myriads of client information into user-friendly resources
- Best Practices website – design, deployment, content management, monitoring
- Digital reinforcement via a series of interactive activities
- Graduation certificates
- Rigorous certification and retention program developed and deployed as per client specifications

Approach for Distributed Workforce

- Delivery in 15 countries; modifying program content (including translation into more than 7 languages) to ensure relevance within each market

Executive Involvement

- Senior executives helped to cascade program learnings and key messages throughout the organization