



Andreas Walbrodt

Technology & Interim Management

PROJECT



Transformation of the large account sales model in China.

Listed US-based IT and Consulting Company, ~300.000 employees.



MAIN FOCUS

Sales Transformation



INDUSTRY

Serivces



TIME FRAME

17 month



DIRECT TEAM

4 + 54 incscope

STARTING POINT

The sales teams for the financial services customers in China were far away from selling total solutions due to the massive growth of the industry in the country. Practically everything in IT was bought that was offered, especially hardware and software individual products and components. This should now be changed to adopt to a solution and consultative lead sales approach driving the continued growth..

ROLE & TASKS

Project Manager on behalf of the global Industry Executive:

- Development of the training as a pilot for the defined growth markets
- Implementation of the training, on-site coaching, and telephone coaching of the named teams
- Development of the account planning templates and exemplary implementation for the top customers

RESULTS

- Successful positioning of selected first solution projects with significant (>5m USD) service content
- Transfer of taught skills into client planning/ annual planning methodology (Strategic Account Planning) for the top 10 clients from the sector in China