

Assessing the development of the European sales network

The Group is Italy's industry leader in designing and manufacturing motor vehicles, with a global position among the top 10 auto manufacturers in the world. Their presence throughout Europe is widespread, both in terms of production sites and their solid network of sales and service in all EU countries.

The Group is asking PRAXI for professional support, in light of some new commercial strategies, in order to manage the assessment of competences in the sales network, specifically for Business Developer profiles in four European markets (France, Spain, UK, Germany).

Targets

To determine the gap between the Business Developers' expected and actual competences, in order to identify training and development needs and to guarantee performance consistent with the strategies established. More specifically, the targets are:

- to obtain a snapshot of the competences of the resources involved in comparison with the expected profile
- to identify individual training and development needs
- to identify the specific needs of each of the four countries, in order to design development plans in line with the business strategies of the mother company.

PRAXI's Contribution

- Integrated management of the assessments in all countries
- PRAXI has chosen to involve native-speaking, local assessors specialising in multi-national scenarios. This choice encourages observation and interpretation of the participants' behaviours, also in relation to the cultural and social background of the local area
- Delivery and final reports in both the local language and English, in order to

allow development activities for both the Local and Global HR departments.

Working Process

- Induction with the Global HRs on assessment tools designed for the specific competences to be assessed
- Sharing the competence management system in use
- Alignment with the international team of assessors
- Project planning
- Completion of assessment sessions in order to map competences
- Analysis of key areas of competence for business developers (implementation, relational, cognitive, transverse, technical skills) practicing individual and group tasks such as:
 - role play
 - in basket
 - motivational speeches
- Developing individual participant profiles according to the Company standard
- Developing the competence map for needs analysis.



improving performance

PRAXI SpA

PRAXI is a leading Italian company in the sector of management consulting.

Established in 1966, it is structured as follows: 250 Employees (40 Managers), 10 Locations, € 6 million in Share Capital. The company's main activities are divided among four Divisions: Management Consulting, Information Technology, Valuations and Appraisals, Human Resources.

PRAXI's ability to offer integrated services is a key factor that makes the company stand out as a multi-disciplinary liaison in corporate consulting. Its cross-cutting approach combines perfectly with its innate ability to foster partnerships, seen as an opportunity to take on the clients' goals and build long-lasting professional alliances.

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Targets Reached

- Verification of correspondence between the competences established for the new commercial role and those actually possessed by the business developers
- Identification of the business developers' strengths and areas for improvement; Analysis of training needs for role-based training programmes.

Methodology

The competence assessment focuses on people's role in reaching strategic goals and, therefore, achieving the corporate mission.

To this end, mapping becomes a tool for assessing professionalism because it allows:

- individual people to clearly view their role within the organisation and to use this knowledge to decide whether or not to change their behaviour and how
- the Company to identify the development programme and most suitable tools allowing the Resource to grow, parallel with the development of the organisation.

Languages used: German, English, Spanish, French

Countries involved: Germany, United Kingdom, Spain, France.