



Business Coaching 4 Manager

A leading manufacturer and distributor of plastics decided to invest in a high-profile sales figure, with a view to creating a new division dedicated to a vertical market and developing a specific offer.

The six-month project comprised eight individual encounters with a business coach and a business plan expert, and allowed the coachee to boost his skills, taking on increasing responsibilities and thus bringing a systematic, structured increase in the division's turnover. Business Coaching 4 Manager offered a swift, effective route to realising the figure's potential, drastically cutting the time between training and results for the business.

Context

The company's key product has an excellent positioning on the plastics market, but due to the rise in competition from other companies in the sector, the MD decided to invest in the development of other products to complete the range in vertical sectors hitherto dealt with only reactively.

From this scenario emerged the Business Coaching 4 Manager (BC4M) project. The process began with an **assessment** of the coachee, to identify strengths and areas for improvement; the results confirmed the potential for growth.

A management and strategic skills development process was then designed along with the Client, covering a number of different themes:

- strategy: sales and client base data analysis, product portfolio analysis, quality research, financial statements, cash flow and investments analysis, mapping and weighing up potential, segmenting and targeting, CRM strategies, business organisation and support, sales process, Key Account Management
- Competitive positioning: competitive advantages, communication strategy, marketing activities plan
- implementation tools: budgeting, sales forecasting, drafting business plans.

The project was spread over a period of time so as to be compatible with the coachee's normal business activities. During the eight individual encounters, the coach assisted the coachee with a specific project to build – during the sessions and the periods between the modules – a development plan for the division, optimising the time between training and action.

Results

In September, at the close of the year concerned, the company found it had a manager able to:

- set out and implement a business development plan in a high-potential vertical market
- manage resources
- make strategic use of new business intelligence tools.

The business results bode extremely well for the future, with **turnover tripling over 24 months**.



Improving Performance

PRAXI SpA

Da mezzo secolo protagonisti della Consulenza Organizzativa

PRAXI è una primaria società italiana di consulenza organizzativa.

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