



FINAL DRAFT: FOR APPROVAL

## **Press Release**

**Xth September, 2004**

### ***PROSELL WORKING WITH LAFARGE TO RAISE SERVICE LEVELS***

Prosell, the sales and service performance improvement specialist, has extended its long-term relationship with Lafarge, the world's leading supplier of building materials, to develop Lafarge's Account Management and Internal Sales Management teams for its Roofing organisation. Through a tailored coaching programme, Prosell has increased the effectiveness of Lafarge's existing internal development programmes and of the company's approach to customers.

Initially, Prosell reviewed the sales and service objectives of the customer-facing Account Management team as well as their knowledge and aptitude in responding to new challenges in the market. Prosell then developed a methodology for managing customers more effectively and used direct coaching techniques to ensure that best-practice methods became embedded in the team and Account Managers were fully confident in their implementation and reinforcement.

In addition, a two-day coaching workshop for Internal Sales Managers to provide the necessary set of skills to coach and develop their own sales teams was run. Once completed, Prosell conducted an assessment of the current skill base in each of the teams, with the newly trained managers being able to contribute to the observation, assessment and feedback process of each team member.

To help support the internal sales teams, a specific development programme was put in place, devised to address ongoing areas of development. This was run internally, enhancing the very real ROI of the programme, through encouraging permanent culture change in customer relations. Prosell continues to deliver follow-up training to address issues that arise, such as a recently highlighted skill gap in handling difficult situations. This was rectified by a two-day workshop.

Carole Neale, Training Manager, commented: "Prosell has really helped us with the ongoing development of our sales teams. We wish to create an environment where personal development is paramount and our customer service constantly improves and the ongoing coaching and development of our sales staff is having a demonstrable impact on the culture of the organisation. Externally, the results speak for themselves, from our regular external Market Survey our customers have rated us 8.25% higher than all our competition in knowledge of product and service levels."

Guy Sellwood, Managing Director of Prosell, commented: "We are delighted to have continued our relationship with Lafarge and to have been influential in assisting them to reach their sales and service objectives. Fully supporting new learning through application is central to our approach. Effective coaching from line management delivers culture change and ensures improving service levels for the future."

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**About Prosell:**

Prosell is a leading training and development company, which focuses on delivering measurable performance improvement for blue-chip organisations. Founded in 1985 and with offices in London and Sydney, Prosell works closely with customer-facing sales and service teams primarily within call centres, help-desks and retail outlets, helping them to achieve organisational brand, service and sales objectives.

Prosell uses a broad range of practices across a varied mix of projects within highly competitive market sectors. Each programme is always tailored to an organisation's objectives helping to facilitate employee attitudinal change, introduce fresh working practices and measurably improve bottom-line performance.

Prosell's client-base includes:- Dell Computers, Post Office Ltd, Yell, EDS, Hackney Borough Council, Telewest, Servier, Npower, Hertz, Ford, WPP, mm02, McDonalds and Lafarge.

[www.prosell.com](http://www.prosell.com)

**About Lafarge:**

Lafarge is the world leader in building materials, holds top-ranking positions in all four of its Divisions: Cement, Aggregates & Concrete, Roofing and Gypsum. Lafarge employs 75,000 people in 75 countries and posted sales of €13.6 billion in 2003. Additional information is available on the website at [www.lafarge.com](http://www.lafarge.com).

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