



24th June, 2004

### **PROSELL EXTENDS CONTRACT TO HELP IMPROVE SALES AND SERVICE PERFORMANCE AT POST OFFICE LTD**

*Training/coaching programme looks to further develop the '+1' brand*

Prosell, the sales and service performance improver, today announces the extension of its partnership with the Post Office®, providing a tailored training and coaching programme.

Set to run until March 2005, the programme aims to reinforce the significant progress already made in enhancing both sales and customer/employee satisfaction levels since the start of the partnership in June '03. In particular, Prosell has helped the Post Office® prepare its staff for the broadening of its retail finance service portfolio.

The programme extension comes as part of the Post Office's® £10m three year investment into select coaching and training. Specifically, it will include the re-accreditation of Prosell's Procoach™ line manager coaching licenses, tailored training workshops and follow up days for counter staff and their managers, sales booster days and the use of Pronet E-learning solutions. Extended activity will reach approximately 5000 people working within the Post Office®, further developing the internal sales and marketing '+1' brand.

**Commenting on the deal, Jonathan Hewitt, Head of Sales at the Post Office Ltd, said:**

"The Post Office® is experiencing a significant period of change and coaching is helping us to accommodate this within the context of our traditional strengths of customer care and community service. The first two phases of Prosell's training and coaching programme have supported the smooth transition into offering several new products and services - including travel insurance, foreign exchange, banking and personal loans.

We firmly believe we can drive business performance by investing in our people and instilling best practice sales and service methods in the core of our the organisation."

**Simon Morden, Prosell Chairman, added:** "We are delighted to be continuing our work on the '+1' training and coaching programme. The Post Office is the most trusted consumer brand in the UK and is absolutely committed to ensuring both customer and employee satisfaction. Together we hope to embed further cultural and behavioural changes throughout the retail network and have a real impact upon the Post Office's bottom line."

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***If you would like to speak with either the Prosell or Post Office teams involved in the sales/service performance improvement programme, please contact Andy Field on 0207 886 8447, [andy.field@flagshipgroup.co.uk](mailto:andy.field@flagshipgroup.co.uk). Post Office financial services artwork is also available on request***

### **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)

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