**DHL Express Skyrockets Sales**

**Challenge:** Help DHL Express grow market share across its 220 countries and raise EBIT by 20% in two years

**Approach:** Strategy to Revenue audited the sales organization and suggested DHL Express support a true coaching culture to deliver sustained sales acceleration. In partnership with DHL we rolled out a global sales enablement curriculum in 13 languages for 6,000 sales staff, with manager-led coaching at its core. The game-like curriculum relied on sales managers and their team members working together to achieve their goals. Two-day workshops were run for Regional Sales Leads to ensure buy-in at the highest level. Train-the-facilitator sessions for the top DHL Express Sales Trainers ensured a consistent delivery of the Sales Manager Programme. Sales Manager diaries facilitated self-learning, self-assessment and access to coaching conversations with senior managers; all were supported by videos and a library of elearning modules.

**Result:**

* Revenues climbed nearly 10% following the program roll out
* Today DHL Express has 34% global market share
* No 1 in Europe, Middle East, Africa and Asia
* Brandon Hall Excellence Award Winner for Best Program for Sales Training and Performance