

At CLIENT, our tools enabled to tailor and rollout a training program to >120 sales professionals in a 3 week effort

The challenge

- **Aggressive growth targets requiring solution selling at scale ...**
 - 45% growth aspiration
- **... while the salesforce focused on short term RfPs only ...**
 - Large deals only 38% of revenue
 - Partnerships only 13% of revenue
- **... and lacked both will and skill to change**
 - Tendency to externalize challenges with solution selling
 - Previous training in theory, but no practice

Tools we brought and tailored

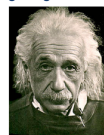


Athena Foods background

| Athena business overview | Current business context |
|---|---|
| <ul style="list-style-type: none"> Market leader in manufacturing and distribution of food and beverage consumer packaged goods Manufactured in Copenhagen, Denmark, with major US distribution headquartered in Chicago, IL Major USK: Bunge, Cargill, ConAgra, Archer-Daniels-Midland, Cargill, Archer-Daniels-Midland Archer-Daniels-Midland is a US company | <ul style="list-style-type: none"> Athena has 100 billion's across the globe Currently, Athena serves 100+ and targets more sectors, along with a number of other players in different regions. This is the targeted growth and expansion strategy Athena uses TFC's SPS, covers across 20 of these sales, 20 of 100 regions and the 100 sales & 20 sales Athena has 100 billion's in India and also has 100 billion's The 100 billion's is a contracted regional partnership in the US market in the US Athena has the 100 billion's across the organization as a key for its future and collaboration |
| <ul style="list-style-type: none"> Revenue: 100 billion's Operating margin: 10% Net income growth: 10% Operating margin: 10% | <ul style="list-style-type: none"> Revenue: 100 billion's Operating margin: 10% Net income growth: 10% Operating margin: 10% |
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If I continue doing what I've always done, I'll continue getting what I've always got



2-day training program grounded in value proposition cookbook methodology

1 client specific practice case, leveraging insights from pilot cases

6 role plays for direct feedback on actual behavior

3 mindset change modules to increase sense of ownership

- **>120 people trained** in 5 sessions across regions in 3 weeks
- **8 step methodology institutionalized**, creating clarity in collaboration and reviews
- **Monthly platform for peer-to-peer reviews** of value propositions and account plans