

# Kaizen Training Solutions

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## Case Study

Industry: FMCG

### Challenges faced by the client:

- The sales of slow - moving goods were not up to the mark.
- The sales representatives were not spending enough time in the market.
- The sales representatives were reluctant to quit the traditional approach of taking the orders via pen & paper.
- The sales representatives were not using the tablet given to them for taking orders and related processes.

### Key focus areas:

- To make the sales representatives use a push strategy with the retailers (suggesting them to keep more client's products on their shelves and trying new products)
- To increase the sales of client's products by considerable margin.
- To understand the selling pattern followed by sales representatives and suggest them methods of improvement in the same.
- To inculcate a habit of using the Tablets to record the orders, suggesting the same.
- To make the sales representatives cover the entire beat route in a day as suggested by the client.

### Type of Training:

- On the Job Training & Classroom Training



## Scope of Work:

Training Duration	180 Days (6 Months)
Training Location	<ol style="list-style-type: none"> <li>1. Delhi NCR</li> <li>2. Bihar</li> <li>3. Jamshedpur</li> <li>4. Lucknow</li> <li>5. Ludhiana</li> <li>6. Kolkata</li> <li>7. Varanasi</li> <li>8. Ranchi</li> <li>9. Moga</li> <li>10. Chaiwasa</li> <li>11. Aara</li> <li>12. Azamgarh</li> <li>13. Allahbad</li> <li>14. Madhubani</li> <li>15. Sitamani</li> <li>16. Muzaffarpur</li> <li>17. Bilaspur</li> </ol>
Number of Participants	250+
Number of Trainers used	11
Language	Local language depending upon the state
Participants profile	Distributors

## Customized solution given by Kaizen Training Solutions:

- An extensive Training Need Analysis was done in 5 regions of India (Delhi NCR, Bihar, Kolkata, Maharashtra & Punjab).
- Various challenges and pain points were identified region-wise through discussions with the various stakeholders, mystery shopping and observation analysis.
- A customized content providing solution-based approach to all the challenges was prepared for the client.
- Five bootcamps were organized by the master trainer to different set of regional trainers to get them on the common content delivery.
- A SaaS, Trainers On Board, was established for the ease of the trainers so that they can record their day wise activity on the platform.
- Each trainer used to accompany a different sales representative everyday making sure that the sales representative urged the retailers to buy more and new products and keep them on their selves.
- Using the tablet provided to the sales representative, the trainer used to punch in orders on the same and suggest new products on the basis of the information mentioned in their tablets.

## Result & Outcome:

- The everyday usage of tablets by the sales representatives went from 8.5% to 71.3% in one month only.
- The sale of the commodities preferred more by the southern states of India went up by 43% in North India as well.
- The usage of slow selling brands of the client went from 21% in Delhi NCR to a huge 62% in three months.
- The overall profits of the company jumped by 14% in the fourth month as compared to the last year.