



Huthwaite – the default setting at Compaq

Compaq Belgium has a specific approach for large customer accounts. It has assigned nine named account managers to take care of the leading 150 companies in Belgium. These managers are responsible for preparing and negotiating the implementation of contracts for large numbers of computers and servers (average deals cover from 100 to 5,500 PCs and servers in one contract). Delivery, installation and service are carried out by a dedicated network of partners and dealers.

New Training Curriculum

Benoit Scheen, manager of the major accounts team, wanted to provide a new training curriculum for his team to develop their skills for an

increasingly competitive market. Compaq chose Huthwaite International to deliver a series of SPIN® Selling and Account Strategies for Major Sales programmes.

Commenting on the training, Benoit Scheen said: *"We were not sure what to expect from the training, but after the first SPIN® Selling session, we all knew this was going to work. The nice thing with SPIN® is that it works like a computer program running in the background; you do not need to think about complicated strategies"*.

"After the Account Strategy for Major Sales programme, we knew we had a unique set of tools to really

improve our market development targets. In the weeks following the Account Strategy for Major Sales training, three major projects we worked on during the training gained significant increase in speed, and to date two have led to real business".

Turnover increases

"We planned a 35% increase in turnover for the first quarter of 1998. We thought it was a very tough pin, and that it would be hard to achieve. Looking back, we made a 56% increase over last year. Nothing changed dramatically in the market, but through Huthwaite's training we developed our skills and this must have contributed to these results".



"We planned a 35% increase in turnover for the first quarter of 1998. We thought it was a very tough pin, and that it would be hard to achieve. Looking back, we made a 56% increase over last year. Nothing changed dramatically in the market, but through Huthwaite's training we developed our skills and this must have contributed to these results".

Benoit Scheen, manager of the major accounts team, Compaq