

Providing 'an edge' in Sales and Negotiation to EDB Teamco

EDB Teamco is part of EDB Business Partner, one of Norway's largest IT Service Providers. The company covers all areas of IT, from System Integration and Application Building to Outsourcing. The Scandinavian marketplace is small and highly developed and the company faces strong competition. EDB Teamco therefore looked to Huthwaite to develop its sales and negotiation skills, a partnership that the company believes gives it 'an edge'.

Scandinavia has always been in the forefront of IT and its use. Partly because of size (companies are not too large), and partly because the high technological interest and curiosity among people and businesses in the area. IT spend per capita in Scandinavia is the

highest in Europe. Many large European and US IT service companies have tried to get a foothold in Scandinavia, and whereas they have been partly successful in Sweden they are not present in Norway. One reason for this is fierce competition in a small market. *"In fierce competition small margins count, and you need an edge on competitors. It is our experience that Huthwaite provides us with such an edge in sales and negotiation, two key elements in IT service provision"*, comments Robert Enevoldson, Sales Director, EDB Teamco.

Among its customers are the largest Telecoms companies and Banks in Scandinavia. The company has important partnerships with SUN, IBM and HP.

The EDB management team believe in analytical methods wherever relevant and possible. This is one of the reasons why Huthwaite is a favoured supplier in sales and negotiation training. *"These are key areas for our company and we are careful with whom we choose to develop our already mature and experienced sales and management teams"*, says Robert Enevoldson. *"We believe in continuous development, you can always learn more as a salesman or negotiator. We are satisfied with the Huthwaite approach which suits our style and which has shown significant results"*.

"We will be continuing our use of Huthwaite services even though this as a statement is not the best position to be negotiating from!"



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Robert Enevoldson, Sales Director, EDB Teamco.