

Know-How Makes the Difference! Kühne & Nagel Decided to go for Huthwaite

Kühne & Nagel is a leading worldwide logistics provider with more than 17,000 employees at 600 locations placed in 90 countries. The logistics industry has gone through a variety of changes during the past fifteen years, with Supply Chain requirements for market improvement having reached the 'board-room' level for most global companies. In the past the methods used to present and sell these solutions to customers have changed drastically. Logistics today means the management of networked processes both inside and outside the company, which directly or indirectly raise value and benefits for the customer.

"Today our salesforce is focused on ways of 'value creation' for our customers. The day of quick closes is a thing of the past. Global supply chain decisions today involve more than one decision-maker, and tend to be based on committee consenses," said Ken Nieze, Senior Vice President of Global Sales. *"Our methodology to seek solutions*

and find alternatives for these customers must also change in order for us to continue our double digit growth."

New logistics products beyond warehousing and transport services, supply chain management solutions and e-commerce applications strengthen Kühne & Nagel's competence to provide one-stop solutions.

The increasing complexity of sales processes has a huge impact on the skill profile a salesperson ought to have in order to be successful. 'Solution Selling' or 'Value Selling' are now synonymous with describing the way forward in the development process of the salesforce.

For a worldwide logistics provider like Kühne & Nagel it is essential to be able to provide consistently high quality service for its customers. This means consistency in the training approaches between all local, regional and global salesforces is essential.

One effective way to accomplish this is to work with an international training provider with successful experience in the implementation of 'complex sales process' training programmes.

Kühne & Nagel took the decision in the year 2000 to work with Huthwaite. The first programmes were delivered in Germany and spread internationally from there. All the training was delivered in local language.

Andreas Jeshke, Vice President Corporate Training, Kühne & Nagel Management AG, said, *"One of the main reasons for our decision to work with Huthwaite was their ability to provide research-based training concepts and demonstrated professionalism in creating specific solutions for our organisation."*

The main focus of the project was on the development of the verbal skills. As part of this long-term development Kühne & Nagel had their salespeople attend the SPIN[®] Selling programme in Eastern and Western Europe. Others will follow.



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