

## Océ implements Europe-wide account strategy programme

Océ, the manufacturer of printers, copiers, plotters and associated equipment, has large corporate customers all over the world. It is also among Huthwaite's oldest clients and was the first ever to conclude a Europe-wide SPIN® Train the Trainer programme: that was 15 years ago.

Huthwaite's Bob Tyas estimates that during the 1980s, some 500 members of the Océ sales force received training in SPIN®. Océ's

Netherlands-based international sales training manager Huub Geurtjens is impressed not only with the unique skills Huthwaite has shared with his sales teams over many years, but also with the flexibility of approach.

Huthwaite has called in its local licensees in particular countries to co-deliver programmes or trainer training in local language. More than that, the ability to deliver the SPIN®

programme in the national languages of all Océ's major sales forces, has proved a very cost-effective way of obtaining a long-term, multi-local, multi-layer, sales training solution.

The success of this approach has led Océ to extend its relationship with Huthwaite to include a new multi-lingual programme on Account Strategies for selling high-value complex equipment.