

Yamanouchi expands its global operations

Yamanouchi is Japanese in origin but is fast becoming one of the biggest names in the international pharmaceuticals industry. Today it has a turnover of \$4.5 billion, and with expansion comes the need for a bigger, better-trained sales force. As part of its globalisation plans, Yamanouchi set up Yamanouchi Europe BV based in The Netherlands to build a strong European base for its products. This European operation now employs over 1400 people, spread across the whole of Europe, generating an annual turnover of \$250 million.

Huthwaite – the international training resource

Huthwaite was selected to train the new sales teams using SPIN®. In fact SPIN® has a remarkable record

of success in the pharmaceutical and healthcare market, because of its consultative approach and emphasis on in-depth investigation of customers' needs

Over the past two years, training has been delivered to all the territories of Western Europe, and the focus is now moving to Eastern Europe, Africa and the Middle East.

Towards the end of 1996 the first pilot programme was delivered in Poland by Huthwaite's new partners Doradca. Since then, some 30 sales people – both existing Yamanouchi staff and new recruits – have been trained in SPIN® Selling Skills, with another programme planned for October.

Premium products

According to Huthwaite-Doradca's senior consultant Magdalena Bajkowska, the Polish market for pharmaceuticals is extremely competitive, and with Yamanouchi selling some premium priced, high quality product lines, selling techniques have to be first-class.

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Plans are in hand to deliver training to the newly formed team in Hungary later this year.



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Magdalena Bajkowska, Huthwaite Poland