

Fiat Ferroviaria develops its Export Potential

Turin-based Fiat Ferroviaria is a world leader in tilting train technology, a capability which allows its railway engines and rolling stock to operate at high-speeds on track which is normally unsuitable for high-speed operations.

The company is increasingly active in markets outside Italy and is building a thriving export business.

In a highly competitive market, Fiat Ferroviaria recognises that reliance on the technical superiority of its products is not enough to guarantee success.

In April this year, the company worked with Huthwaite to explore the skills and strategies needed to win major projects in the face of fierce competition.

The programme, involving Fiat Ferroviaria's entire export sales team, covered SPIN[®] and Major Account Strategy, and used real case-study material drawn from the experiences of the participants. It has been a successful first step, and a follow-up event took place in June.

This programme was the result of joint development by Huthwaite and Management Centre Europe.



The ETR 460 Pendolino