

| SUCCESS STORY

# KNOLSKAPE Partners with Global Leader in IT Services for a **Strategic Learning Initiative to Build Sales Capabilities**



## CLIENT OVERVIEW

**Industry:** Information technology (IT)

The client is an **Indian multinational information technology (IT) services and consulting company** with its headquarters in Mumbai. With over 6,14,795 (March 2023) employees and a revenue of approximately US\$29 billion (2023), the organization is the second largest Indian company by market capitalization and is among the most valuable IT service brands worldwide.



“Thanks to KNOLSKAPE for providing me the opportunity to develop myself as a Design Thinker and providing me the certification on it.” – Learner

## OBJECTIVES

The program was thoughtfully crafted with a clear objective in mind: to **enhance the sales capabilities of IT professionals** who were on the cusp of embarking on pivotal roles as Key Account Managers and Client Relationship specialists. The organization recognized the importance of equipping these individuals with the necessary skills and knowledge to excel in their new positions. With a focus on experiential learning, the program aimed to immerse participants in real-world scenarios, enabling them to gain hands-on experience and develop the confidence needed to hit the ground running.

- » Through a series of engaging modules and interactive activities, the program sought to provide **a comprehensive understanding of the intricate sales ecosystem**. From prospecting and lead generation to crafting compelling proposals, participants would delve into the art of effective persuasion and negotiation. The program was aimed at building trustful relationships with clients, highlighting the crucial role that trust plays in fostering long-term partnerships.
- » By combining theoretical frameworks with practical exercises, the program aimed to **bridge the gap between theory and application**. The client wanted to provide the opportunity for the participants to apply their learnings in simulated sales scenarios, allowing them to sharpen their skills, refine their strategies, and gain valuable insights from experienced facilitators and industry experts.

## SOLUTION

KNOLSKAPE introduced a highly effective and structured learning approach in the form of simulations within the Journey program. This innovative program aimed to equip participants with the skills and strategies necessary to establish and nurture robust, long-term relationships with their clients.

- » The Journey program incorporated a diverse range of selling styles, recognizing that every client interaction requires a unique approach. Through **immersive simulations**, participants were immersed in realistic scenarios that replicated real-world sales situations. By experiencing these simulations firsthand, participants could develop a deep understanding of how different selling styles could be employed to achieve desired outcomes.
- » The program went beyond theoretical knowledge, focusing on empowering participants to take decisive action and make an impact in their client relationships. By providing a **safe and controlled environment** to practice various selling styles, participants could explore and experiment with different strategies, refining their approaches based on feedback and insights from experienced facilitators.
- » By harnessing the power of simulations, the Journey program enabled participants to build confidence and enhance their ability to adapt to different client needs and preferences. This immersive learning experience facilitated a deeper understanding of the nuances involved in cultivating **successful and enduring client relationships**.
- » KNOLSKAPE's Journey program was designed to foster not only skill development but also a mindset shift. Participants were encouraged to **think beyond short-term transactions** and focus on building enduring partnerships. By mastering different selling styles and understanding their application in specific contexts, participants were equipped to tailor their approach and deliver personalized solutions that truly met their clients' needs.

## KNOLSKAPE'S VALUE-ADD

KNOLSKAPE crafted a comprehensive learning journey to empower participants in building their sales capabilities. Through in-depth analysis and assessments, we identified key capabilities that were essential for their growth and success. To foster the development of these capabilities, we integrated two impactful simulations into the program, each targeting specific areas of expertise.

- » The first simulation, **SalesQuest**, immersed participants in a dynamic virtual environment where they took on the role of revenue generators for a company. Their task was to effectively **convert leads into paying customers** by leveraging the tools and resources available to them. By navigating through various scenarios, participants learned to understand the needs and preferences of potential customers and offered tailored solutions that perfectly matched their requirements. Sales Quest provided a realistic and immersive experience, equipping participants with the skills and strategies needed to excel in sales conversions.
- » The second simulation, **Building Trust**, delved into the crucial aspect of establishing trust with external stakeholders. Participants assumed the role of an account manager entrusted with the responsibility of securing the next contract. However, the contract was only attainable if they could cultivate a certain level of trust between the client and their virtual team.

Through this simulation, participants explored different strategies and approaches to build trust, understanding the nuances of **relationship-building** and the impact it has on long-term partnerships.

By providing immersive and engaging experiences, we facilitated skill acquisition, knowledge application, and the development of a sales mindset that embraced customer-centric strategies and trust-building practices.

## LEARNING IMPACT



**100+**

participants have successfully completed the course so far.



**90%**

average Simulation Feedback Score indicates the value and the impact of the simulations.

- » The program has empowered participants to apply their skills and receive valuable feedback for **continuous improvement**.
- » Participants have acknowledged to having gained confidence and expertise to **excel in their sales roles**.
- » The program has contributed to driving sales outcomes and **overall organizational success**.
- » The structured approach and positive feedback validate the program's effectiveness in **developing sales leaders**.

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