



| SUCCESS STORY

KNOLSKAPE helped a leading construction machinery and equipment company develop a strong **Sales Leadership**

Client Overview

With 2023 sales and revenues of \$67.1 billion, the client is the **world's leading manufacturer of construction and mining equipment**, off-highway diesel and natural gas engines, industrial gas turbines and diesel-electric locomotives. They do business on every continent, principally operating through three primary segments – Construction Industries, Resource Industries and Energy & Transportation – and providing financing and related services through their Financial Products segment.

Industry:
Manufacturing
and Construction

Headquarters:
Texas, US

No. of Employees:
Approx. 165,000

Objective

The clients needed to **enhance sales managers' performance management capabilities**. They wanted to develop coaching capabilities of middle managers to increase sales effectiveness across teams and build leadership at scale, across geographies.

KNOLSKAPE's Solution

- » A **simulation-driven competency-based classroom workshop** delivered at scale across geographies, in two languages.
- » Special focus was given to People Management, Managing Sales Teams, Coaching and Performance Management.
- » Sales managers across 5 countries trained to **boost sales effectiveness**.
- » **Experiential, gamified technology platforms** for safe, social, and competitive learning, insightful talent analytics, and proactive support given by the team at KNOLSKAPE.

KNOLSKAPE's Value-add

- » 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.
- » KNOLSKAPE's 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.**
- » Resources and expertise from KNOLSKAPE were **consistently available** to support organizational learning initiatives.

Impact

- » **Enhanced ability** to Identify trends, patterns and links between cause and effect.
- » **Improved** Business Decisiveness and outcome predictions.
- » **Augmented proactiveness** in coaching and performance management.



About KNOLSKAPE

At KNOLSKAPE, we help organizations and leaders become future ready through experiential learning. With a diverse range of Simulation Courses and Experiential Journeys in areas such as Culture, Digital Transformation, and Leadership, we enable CXOs, Managers, and Individual Contributors to keep up with the pace of innovation and adapt to change. Our programs are designed to equip learners with practical skills and knowledge that can be immediately applied in their roles, leading to improved performance and better business outcomes.

Founded by Rajiv Jayaraman, KNOLSKAPE is a global leader in talent transformation solutions, offering a comprehensive suite of services to help organizations enhance their talent development approach and build business resilience. Our Talent Intelligence services leverage data analytics and psychometric assessments to provide valuable insights on the workforce skills and competencies, while our coaching services empower leaders and professionals with hyper-personalized programs to drive individual and team performance. Additionally, KNOLSKAPE's proprietary platform, Genie, has been developed to offer customized simulations that align with the specific learning requirements of different organizations.

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