

## **Amcor Fibre Packaging Case Study**

### **Sales Productivity Improvement AU\$2.2 million dollars increase in sales.**

**Project Team:**

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Following the spectacular success of the Amcor Kiwi sales productivity improvement project it was decided that Australia would implement a similar project in every state.

**Requirements:**

Implement a curriculum of sales productivity improvement training that would address:

- ◆ Leadership coaching capability
- ◆ Sales attitude improvement
- ◆ Selling skill capability
- ◆ Communication style improvement

**Process:**

1. Assessment
2. Implementation & delivery of learning
3. Personal observation and coaching

**Outcomes:**

An evaluation of results was made on the first 100 salespeople two weeks after they had completed the program of learning. The outcomes included:

1. 8.9 out of 10 rating for the value of the training and personal coaching
2. 49% improvement in ability to gain a commitment from the customer
3. \$2.2 million dollars increase in sales. Made up of:
  - a. New business
  - b. Negotiated increases in margins on existing contracts