



## The Challenge

### Exact skills identification and personnel development

Tarmac wanted to improve the effectiveness of its salespeople and their managers by focusing on individual selling ability. The organisation was already aware of a need for development in areas such as desk-based account management, transactional skills, and complex sales, but it more detail was needed. Tarmac wanted to assess its people to pinpoint exactly where individual changes were required and provide them with development that would create long-lasting changes in skills and behaviour that would become part of organisational culture.

## The Results

- Won the 'Supplier of the Year' award
- Secured the remaining 30% of business with one of their largest accounts
- Highlighted the need for a virtual team
- Understanding of the competency analysis and change management added value to the merger with Tarmac, both for general infrastructure and for succession planning

"By taking a top down approach, the Silent Edge programme has galvanised the team and allowed everyone at all levels to look in the mirror at their capability and make positive changes."

Packed Business Manager, Tarmac