

# Transformation...

## Beyond Training

We, at **METRIC**, go beyond training ---  
To bring about transformation  
Creating new identities  
to give you the competitive edge

# Transformation Methods



Transformation programmes are developed after dipstick research identifies the needs and strategy for change.

## Research

- ▶ Every faculty member is involved in the research process.
- ▶ Research methodologies include 360° feedbacks, mystery customer visits, profiling of the participants, behavioral audits, focus group discussions, in-depth interviews, gap analysis etc.
- ▶ Research reveals the training requirements of the participants, customers' expectations and present satisfaction level, gaps in desired and current performance levels, requirement of intervention in the customer interface etc.

## Pedagogic Methods

**Lectures** ▶ Covering technical, commercial and product related aspects.

**Group discussions** ▶ Faculty bring out the essence of the specific topics and provide solutions.

**Role-plays** ▶ Designed from real life situations.

**Case studies** ▶ Aimed at developing analytical skills.

**Out-bound exercises** ▶ Directed towards achieving results.

**Films** ▶ Highly motivating films in local ethos. Can be made in 14 languages.

**Puzzles** ▶ To focus participants' attention on finding out innovative solutions.

**Games** ▶ Engaging games that clarify the complex concepts in easy ways.

**Exercises** ▶ A tool for measuring retention of knowledge.

**METRIC's training manuals are considered the best in the industry and are widely copied.**

## In Situ

**METRIC's** proprietary model of building the entire field force at the workplace to function as a cohesive goals seeking team. These programmes have been run in dealer outlets, petrol stations, on the road, in villages.....we run programmes wherever they are needed.

## For Whom

Managers and executives...Frontline sales and marketing personnel...Retailers...Service engineers, mechanics and customer interface staff... Sales persons with trade channel members...Dealers and distributors.

# Types of Transformation Programmes



**METRIC** designs customised programmes for each company's needs...our skill - in designing innovative solutions.

**Delightful service** ▶ Understanding the profile of the customer and their needs. Customer sensitivity. Making customers delighted by offering them the value added service.

**Systems for good service** ▶ Developing customer-oriented service set up. Reaching out to customers and relationship management.

**Micro market development** ▶ Development of local catchment area of a dealer. Promoting products in the dealer's territory through innovative marketing methods suitable for the target customers. Detailed planning of market development strategies.

**Managing customer interface** ▶ Communication and relationship building. Training in basic selling including benefit selling and objection handling.

**Distribution network management** ▶ Planning for far-reaching and effective distribution development of marketing plans including chance development, route planning, market coverage planning, inventory and logistics management.

**Increasing conversion at the counter** ▶ Prospecting for inviting more target customers to the showrooms. Training in the use of modern selling techniques to ensure that the conversion of enquiries into actual sales is maximized.

**Competitive Bidding** ▶ Training in pricing, bidding and negotiation skills

**Monitoring and maximizing customer satisfaction** ▶ Tools of monitoring customer satisfaction, systematic approach to ensure customer delight.

**Rural Marketing** ▶ Understanding of buying behaviour and risk aversion of rural customers. Developing distribution strategies for the rural markets.

**Dealer Development** ▶ Identification and coverage of segmented customers. Managing of customer interface.

**Selling skills** ▶ Identification and segmentation of the target customers. Understanding their requirements and offering product and service benefits. Training in complete selling process from prospecting to close.

**Econometric methods** ▶ Model building for sales forecasting.

## Facilitators

Permanent full time faculty who have both industry and teaching experience.

## Reinventing Service

**METRIC**'s mandate for the Rs. 60 lakh project is two-fold: to upgrade the soft skills of 1,500 of HPCL's 4,729 dealers and 6,000 of the over 20,000 dealersmen in the first phase. "Our research into customer perceptions showed that much more sensitivity is required; they need more communication, eye contact and personalised service".

The company is training its dealers and staff to gear up for the dismantling of a public-sector monopoly.....

Bhandari, whose petrol pump is being upgraded as a Club HP outlet, sees increased customer flow boosting his revenue. Adds fellow dealer Ashok Dikshit, who sent his staff for training: "The difference is already visible; but this needs to be done again and again."

*Business India, November 11, 2002*

## METRIC's Value Added Services

- ▶ Custom made films shot in real life situations
- ▶ Web based post programme follow-up training
- ▶ Web based self-training modules
- ▶ Programmes in all languages all over India
- ▶ Multi location training through tele-conferencing
- ▶ Help line for process based training modules (e.g. training in how to conduct a particular type of research)

## Our Approach

- ▶ Researches to determine training needs
- ▶ Ascertains the current work culture
- ▶ Probes into employee's self perception at the workplace
- ▶ Redefines and enriches the work
- ▶ Creates a positive self image
- ▶ Motivates for better customer service
- ▶ Develops brand consciousness of the workforce

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**METRIC**'s Models are being used in Argentina, Brazil, Bulgaria, Canada, China, Denmark, France, Germany, Hungary, Indonesia, Italy, Mexico, New Zealand, Norway, Sweden, Thailand, UK, USA

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