

Coaching TomTom Customers To Co-Create Greater Value

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This special session will review why the apparently self-evident link between coaching and collaborative selling is not more widely discussed and used. The focus of the session will be the need for business development people to coach customers to co-create more value during the buying/sales process than their competitors. Key ideas will be introduced and then illustrated with reference to the European Sales Excellence Programme within TomTom Business.

The TomTom case study is particularly interesting because their business model requires the growth of a sophisticated ecosystem of inter-dependent business partners. A core element of the TomTom sales model is to train their Regional Account Managers to coach their reseller business partners, who in turn coach customers. When successful, this process leads to the co-creation of compelling business propositions. At the heart of the sales process is the need to manage expectations and bring every stage of each discussion to an agreed conclusion.

The engagement model that has emerged is therefore: Coach, Co-create, Conclude. This model is seen to be a development of the CEB's Challenger Sale model of Teach, Tailor, Take Control. Workshop participants will be invited to comment on what is presented in order to help shape and improve the next steps of the evolving TomTom Business Sales Excellence Programme.
