

Nomination: 6435

Enerjisa Corporate Sales Academy

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Enerjisa Enerji

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Enerjisa Corporate Sales Academy

Category

F01 - F70 Solutions, Implementations, and Training Programs or Media > F50 - F68 Training Programs or Media > F64 - Sales Training

Training Programs or Media Submission Format

Written Answers

a. If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released. Required

The project is launched in 2021

b. Describe the features, functions, and benefits of the nominated program or media (up to 350 words). Required

Enerjisa Enerji is Turkey's leading electricity company operating in two main business lines, i.e. power distribution and retail sales. With a team of over 11,000 employees, Enerjisa reaches around 21.9 million users in 14 provinces across three operational regions and.

Continuous Learning Culture and Human Focus in EnerjiSA:

Being aware of the fact that skillful and happy employees are its most important investment in mediating to reach future goals, Enerjisa positioned to invest human capital as one of the strategical priorities of the company.

Enerjisa focuses on the best, the most efficient and collectively adopted Human Resources procedures and practices that touch people with the vision of "being the continuously preferred employer in the industry and within Top 15 in all industries". Enerjisa's purpose is to offer a pleasant and meaningful career journey to its employees through these practices as of the day they are recruited.

Enerjisa launched the "Future of Work" project in order to prepare the company and its employees for the competencies of tomorrow at end of 2020. Enerjisa also reviewed all training and development processes to prepare for the future of work, and designed development programs specific to critical positions for the future of the company.

Corporate Sales Academy(KSA) aims to develop corporate sales employees for today's expectations and tomorrow's competencies align with Enerjisa's vision in today's changing world. Enerjisa's KSA is designed to enable sales teams to reach the right customers more quickly and effectively in changing market conditions. The program which spans a 1,5-year calendar provides development solutions to enrich the strategic perspective of the participants and contribute to their performance results.

KSA was designed with a detailed and systematic needs analysis process carried out with the participation of a large group including Enerjisa's general manager, senior managers and sales managers. In this needs analysis process, a development map was drawn up for the sales teams, and the KSA program was designed by matching this map with the appropriate development solutions.

The Corporate Sales Academy consists of 4 modules of each containing,

- Technical training
- Competency training and
- Inspiring talks

c. Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable. (up to 350 words). Required

Each module is supported by books, articles, video trainings and websites to be followed. Many different development methods such as virtual classroom, role-play studies, e-learning support, simulation, case studies, inspiring webinars were used together in the program.

The Corporate Sales Academy has been segmented by taking into account the different needs of the sales team, and a program has been created for teams engaged in door-to-door sales to small and medium-sized businesses, and a separate program for teams engaged in corporate sales. In this way, it was ensured that each target audience directly accessed the content that suits their needs.

The most important contribution of the Corporate Sales Academy program is that it provides a development opportunity that will contribute to the non-electricity sales targets of the corporate sales team. Enerjisa's corporate sales team has non-electron sales targets such as solar solutions and energy efficiency projects in addition to energy sales. The KSA program provided a solution to this important need, especially by closing the lack of technical knowledge needed in these areas.

Corporate Sales Academy also stands out with the gamification and competition setup in the program design. A scoring system was created in the program in order to benefit from the "competition and race with each other" attitude already inherent in sales teams. Participants had the opportunity to earn points for each development activities they participated/completed and had their name written on the leaderboard in the scoring system. Points and leaderboard were shared with all participants at regular intervals.

The program also stands out with its 1,5-year structure, segmented sub-programs, variety of development methods used, and senior management ownership. Program satisfaction is measured as 90%.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

The Corporate Sales Academy also contributed positively to the loyalty, performance and turnover rates of Enerjisa Corporate Sales teams. Although it cannot be said that all the positive changes are due to the development program, corporate sales teams' turnover rates decreased by 1% and their loyalty rates increased by 4% after the program. The overall performance of the corporate sales team increased by 28%.

In order to differentiate the impact of the development program on these positive improvements, the training and development opportunities item in the Enerjisa Employee satisfaction survey was examined in detail. The satisfaction of corporate sales teams on this item is 4.5% higher than Enerjisa's overall.

When the sales and customer satisfaction scores, where the effect of the program can be measured most clearly, are examined, it is seen that customer satisfaction increased from 3.94 before the program to 4.10 after the program.

Apx1-Presentation-Corporate Sales Academy Details

Apx2-Video: Testimonials

Apx3- Enerjisa Summarized Annual Report on Human Capital

Apx2-Website- Enerjisa Website

Webpage Link

<https://www.enerjisa.com.tr/en/home> (<https://www.enerjisa.com.tr/en/home>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://youtu.be/i5L13bdV6lc> (<https://youtu.be/i5L13bdV6lc>)

Would you like to add an additional webpage link?

No

Supporting Document

Download File (https://stevies-sage.secure-platform.com/file/15622/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkJ0xNTYyMSwiYXs3dOb3RTaWduZWVcmwiOiJGYWxzZSIsImInbm9ROmmeNgA_NUVroQu7bPSg4s?Apx1-Enerjisa%20Summarized%20Annual%20Report%202021-2020%20for%20Human%20Resources%20Practices.pdf)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (https://stevies-sage.secure-platform.com/file/15622/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkJ0xNTYyMSwiYXs3dOb3RTaWduZWVcmwiOiJGYWxzZSIsImInbm9ROmmeNgA_NUVroQu7bPSg4s?Apx1-Enerjisa%20Summarized%20Annual%20Report%202021-2020%20for%20Human%20Resources%20Practices.pdf)

Would you like to add an additional supporting document?

No

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