

Nomination: 6932

Certified Sales Excellence

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 DHL Global Forwarding, Freight
Additional Contacts I would also like to have others receive emails about the disposition of our entries.
Page: Entry Information
Entry Title Certified Sales Excellence
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 Certified Sales Excellence Program is a robust people development program. It is a brand-new product released in October 2021, enabling salespeople to put the customer at the core of selling.

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

The CSE Program aligns DGFF to a rapidly changing business environment, enables our people, and equips them to put the customer at the core of selling. This program forms part of our cultural and capability platform Certified International Specialists (for global Forwarding) and Certified Freight Specialists (DHL Freight).

KEY PROGRAM ELEMENTS

- A people-development intervention to build the sales function competency so that DGFF sales executives can add strategic value to our customers and truly be seen as relevant.
- A multi-module training curriculum, which offers comprehensive and tailored training solution to transform the function's culture and builds the necessary knowledge and skills
- Transforms our selling approach from transactional to consultative
- Full and comprehensive suite of learnings, underpinned by one main practice / Concept: Selling with a Buyers Perspective (SWBP)
- A combination of 5 Key and Core mandatory learning themes for all within the SWBP: (i) The Buyers Clock, (ii) the Hidden Competitor, (iii) Insight Selling, (iv) Business Acumen, (v) Storytelling, and an elective learning library for self-selected, self-paced learning
- Promotes individual learning but is designed to draw people and teams together in the back-to-work activities
- Increased involvement from Sales Managers in people development and competency building.
- Setup of SWBP: 1) General Sales knowledge through Self-Directed Learnings; 2) Apply this knowledge to real customers in Work-Based Activity; 3) Discuss and compare in the team session
- The implementation is also supported with an advanced technology platform and mobile application that supports the learning journey of each of our salespeople.
- Offered in 20 languages

SPIN-OFF BENEFITS

- Whole organization benefit: all functions are offered a Fasttrack version
- A further true feature of this initiative was the collaboration between several partners:
 - (i) between two business units (DGF & F) – this partnership led the Sales Teams from DHL Global Forwarding (Ocean freight & Airfreight) and DHL Freight (Road and Rail) to form a strategic alignment.
 - (ii) the enriched cross-functional partnerships between Sales and the Organizational Culture sub-function of HR; the cross-business unit interest and conversation with other divisions' interest in what we are doing

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

- Participants post program average program rating of 4.6 (out of 5)

- Reception of the program can be seen in the uptake:

(i) Visibility at two global leadership conferences and recognition as a success story

(ii) The target group is 2500 Salespeople; early champions started in October 2021, and all graduated by April 2023.

(iii) Currently, a further 300 are completing it, all to finish by December 2023. Finally,

(iv) 700 non-sales employees have completed the fast-track version.

(v) For DHL Global Forwarding - 10 Early Champion Countries / 200+ sales individuals

graduated by Apr '23 (side note: Egypt is the 11th city and pending). Broader Sales

Audience in Module 3 of the 5-module program: on track to graduate by 2023 year-end. Fast Track for non-sales has been delivered to 500+ around the globe.

(vi) For DHL Freight: 2 countries currently about to graduate the program (~90 employees)

- Rest mostly between Module 2 and 3 with significant push in Q2 2023

- Fast Track for non-sales has been delivered to 250+ around Europe (including the entire Management at Freight Management Conference)

MARKET PERFORMANCE

- In terms of Sales generation, increased revenue, and purchase volume, by using the SWBP approach, a direct positive financial benefit has been derived in the regions.

- Acquisitions or increase in the share of wallet include (Please note the customer name has been omitted for confidentiality)

(i) Americas Region: Healthcare EUR 6 m business won, Food EUR 275,000 gross profit generated, Chemical retained 12.000CBM & gained additional 32.000CBM

(ii) Europe Region: Oil and Gas Volume / GP 600 CBM / EUR 300,000 net sales, and Retail increase in OFR Volume GP 320 TEUs translating into EUR 480,000 net revenue

(iii) Middle East Africa Region: E-commerce EUR 6.6. million revenue growth and in fluid engineering EUR 2.4 revenue growth from 8 projects

(iv) Asia Pacific Region: Fashion Industry increased volumes by 800 tons, and Automotive an increase of 700 CBM per annum

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

1. Strategic Transformation Context

This document presents the strategic setting for change. It indicates that the project presented here for awards forms part of a more extensive transformational journey and intent from our Marketing & Sales Department. This outlines the bigger picture and indicates where CSE fits into this fruitful plan for transformation – page 2.

2. Certified Sales Excellence Fit2Sell

This second document provides more information on the program. The background to this initiative is presented with an outline of the trigger to change: our changing world and the detail within that. Within this document, the opportunity and solution are explored, with some detail on the CSE program, current status, and the return on investment shared. Please note: to maintain customer confidentiality, we blocked out the customer names on page 18.

3. Project phase and content table

A simple table represents the flow and unfolding of the project and developed content.

4. The CSE Digital Platform

As we confidently claim that we have a cutting-edge solution, this would need cutting-edge technology. In this document, there is a full explanation of the unique and specially designed platform that has been set up to enable this people-development solution. The features and functionalities are outlined for user-friendliness and to ensure a smooth experience.

5. Film

VP Sales Transformation DGF speaking about the need to change

6. Film

Chief Commercial Officer and VP of Sales Strategy talking about the expectations of the program. Please play the films from the slide, and then clicking the lower left hand side play arrow

Webpage Link

Would you like to add an additional webpage link?

No

Supporting Document

Download File (<https://stevies-sage.secure-platform.com/file/16780/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNjc4MCwiYWxsYXNpdOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9yPWOGJkv2kRRRePPaB75vw?1.%20Supporting%20Document%20Strategic%20Transformation%20Context.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

No File Uploaded

Would you like to add an additional supporting document?

Yes

Supporting Document 3

Download File (<https://stevies-sage.secure-platform.com/file/16781/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNjc4MSwiYWxsYXNpdOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9y7vqwFZSLmMk-Wk3uganc?2.%20Supporting%20Document%20Certified%20Sales%20Excellence%20Fit2Sell.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 4

Download File (https://stevies-sage.secure-platform.com/file/16782/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNjc4MiwIYWxsYXNpdOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9yXKSoxp_2Xc?3.%20Supporting%20Document%20%20Project%20Phase%20and%20Content%20Table%20%20.pdf)

Would you like to add an additional supporting document?

Yes

Supporting Document 5

Download File (<https://stevies-sage.secure-platform.com/file/16783/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNjc4MywiYWxsYXNpdOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9y4.%20Supporting%20Film%20Senior%20Manager%20on%20need%20for%20change.pptx>)

Would you like to add an additional supporting document?

Yes

Supporting Document 6

Download File (<https://stevies-sage.secure-platform.com/file/16784/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNjc4NCwiYWxsYXNpdOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9y rzueDVN51ZlYq5zPFM?5.%20Supporting%20Film%20Senior%20leader%20expectations.pptx>)

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