



Outdoor Lighting learning game

Philips is a Dutch multinational engineering and electronics conglomerate headquartered in Amsterdam. It was founded in Eindhoven in 1891 by Gerard Philips and his father Frederik. It is one of the largest electronics companies in the world and employs around 122,000 people across more than 60 countries.

Philips is organized into three main divisions: Philips Consumer Lifestyle (formerly Philips Consumer Electronics and Philips Domestic Appliances and Personal Care), Philips Healthcare (formerly Philips Medical Systems) and Philips Lighting. As of 2012 Philips was the largest manufacturer of lighting in the world measured by applicable revenues.

The challenge

Philips Lighting is changing from a Product oriented organization to an organization delivering Business services and solutions. The sales force has a technical orientation and finds it very difficult to sell these solutions. They have to change their sales technique from showing product benefits and features (inside out) to customer focused solutions (outside in). Moreover, institutional sales are complicated with multiple stakeholders involved with different requirements. Hence the training solution had to help the sales force sell by a systematic process involving:

1. Identifying the right stakeholders
2. Asking the right questions and gathering all information and specifications
3. Creating a proposal for the customer

CASE STUDY



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4. Presenting the solution to the customer

The solution

- TIS developed an investigation game where the players use the interview format to deduce information
- Solution selling model followed wherein Selling process broken into 5 distinct steps
- Right behavior awarded by points and increase in customer engagement and market share, thereby reinforcing behavior

The results

- Sales staff now able to practice selling solutions online
- Sales members replay due to healthy competition and to earn high scores, thereby perfecting the skill of understanding customer needs and selling the right solutions