

Strengthening The Sales Restructuring Efforts To Nurture Top Talent



BYLD Case Studies

OPPORTUNITY

Amway is not only India's biggest direct selling company, it is also a 56 year old, USD 9.5 billion, manufacturer and direct seller of high quality consumer goods. With more than 1,150 patents granted and another 500 patents pending, it has a team of more than 950 scientists across 75 research & development and quality assurance laboratories worldwide.

development via internal job postings. A three step model was installed:

Calibration: DOOR India calibrated the tool basis the competencies and respective proficiency levels

Deployment: Sales psychometrics were conducted. Participants underwent a 2 day Assessment center. A series of assessments used included face-to-face interviews, case presentations, situational judgment

Naturally, the opportunity to restructure the Indian sales workforce comprising of Account Managers – placed at graded levels of accountability – was a task that needed some serious deliberation.

The top leadership wanted to focus on retaining and nurturing the top-performers as part of this right-sizing exercise. This meant two careful footsteps were expected: benchmarking the expected and desired competencies, and assessing

tests, role-play, group discussion, behavioral interview, and an online psychometric tool

Reporting: DOOR India shared individual reports to the participants, as well as presented a management report qualifying participants into the 9 box grid

RESULTS

This created transparent and credible process that all the participants

the potential Account Managers through a scientifically validated evaluation process.

This is where DOOR International was called in.

SOLUTION

DOOR recommended the approach of an Assessment Centre – to create competency and trait-based data points to allow assessment of potential candidates, and later on, use the same data points for

owned and accepted. This led to best results for talent in right positions. Development agenda in line with new priorities. And counseling for some who would be better fit somewhere else, based on data points rather than perception. So effective was the process that Amway Global was examining the process to apply to other countries based on India Experience.