



## The challenge

Lyreco has a strong belief that in a competitive market their sales teams can make the difference. Therefore they were looking for a new way of training in order to cope with more complex selling situations. Although they already had a large arsenal of training material and courses, they became aware that they had to make a strong move to **Learning by doing** instead of teaching.

There was a real need to transform the internal training programs, but even more they wanted a sustainable anchoring of new skills and competences. In concrete Lyreco was looking for a long term solution, to become a valuable partner in solutions for their customers.

## Our solution

A vast Train The Trainer program was elaborated together; and this for different sales profiles and levels in the organisation. For Mercuri as well as for Lyreco it was important that their former input, their current strategic approach and a pragmatic way of working during training days were core. The DNA of this program had to be the their own. All stakeholders participated to ensure a strong embedded Train the Train program. Trainers were triggered to have a new look on how the transformation from sales men to business men should be.

With a train the trainer programme they became more independent for the near future, without losing grip on training and development. During the process one of the key elements to build a strong partnership was to involve all levels. Input and feedback from everyone helped to build a strong program ready to use in the coming years.

## The result

LYRECO is not the only company who will use new methodologies and concepts. An efficient switch in the training approach was made and

1. with this new tool, Lyreco will be a total solutions supplier.
2. their sales teams will encounter a motivated training team who can constantly help them in their new way of selling.
3. sustainable skills development and internal expertise, in combination with a highly motivated training staff, Lyreco is ready for "taking their sales to a higher level".

*"The most successful aspect was  
**"learning by doing"** :  
Less teaching and  
more focus on training"*