

## Financial Sector Helpline for International Clients

### Challenge

A small group of four team assistants in the Sales Department of a major corporation had joined the company with a reasonable level of “school English”. Although these staff members had a firm grasp of grammar and structures, they had difficulty applying the English they knew to the very practical requirements of daily working life. The theory was good, but its practical application needed to be developed. The challenge of the program was to deal with the extremely wide range of skills that the effective team assistant is expected to master in a relatively short period of time.



### Training Targets

To speedily transform a theoretical knowledge of the language into an effective business tool which would allow the team assistants to support the diverse needs of an international sales force.

### Training Solution

A process-based training program over 2 days with divers support measures.

The key to the program’s success was identifying a typical process which required the use of the complete range of skills used by the team assistants. This process was: “Organization of an annual European Sales Conference”.

The process was broken down into 21 separate tasks – from asking the Regional Sales Managers to provisionally block dates to querying post-conference expense claims.

Each task was analyzed in terms of how it would best be carried out (telephone call, conference call, email etc.) and what language was needed in terms of vocabulary and functions (asking for information / giving advice / offering alternatives etc.).

Each task was roll played in the context of the simulated process and of the real working environment. Post Workshop Support. Participants were supported for 6 weeks after the program with a series of email and telephone-based simulations.