

Case Study: Toyota Fleet Management Protects and Grows Accounts with Key Account Management and Sales Coaching Training Programs

[Toyota Fleet Management Australia](#) (TFM) aspires to transition from being a Trusted Fleet Manager to a Trusted Fleet Advisor to their customers. To achieve this, TFM identified some gaps in the knowledge and skill-sets of their Relationship Managers (RMs) that would need to be addressed. At the same time, they were concerned about recent sales trends and felt there was more that their RMs could be doing to retain and grow their customer base.

Client: Toyota Fleet Management

Industry: Business Services

Services: Key Account Management, Sales Coaching Training, Insight Selling

Solution:

Toyota Fleet Management engaged RAIN Group Australia to help their RMs become more customer-centric, strategic, and better prepared for identifying opportunities and having high-value conversations with their customers. RAIN Group:

- Delivered a customized [Key Account Management](#) program to develop account management and sales skills
- Trained sales managers in [Sales Coaching](#) to support the RMs and implement the use of account planning tools
- Rolled out a Key Account Planner in the training program, allowing RMs to work on account plans directly in the program so training would transfer immediately on-the-job
- Reinforced in-person training with sales performance coaching of the sales managers to ensure accountability and support during the embedding phase of the method

Results:

Toyota found RAIN Group's training to be well researched and insightful. Relationship Managers were given the processes and tools to find and seize opportunities to grow their customers. Using the account plan developed during the training program, within 2 weeks of completion one RM had already grown a single account by 400 vehicles under fleet management, which protects and grows the account considerably.

The Sales Coaching training is enabling sales managers to get the best out of their teams. They are regularly holding coaching and accountability sessions and they've seen a boost in activity following the training—both from coaches, in putting the processes in place, and from the sales team, in preparing and executing their account plans.

“RAIN Group spent considerable time really getting to know our business, our processes, and our people. This meant that the training was fully customized and highly relevant to the participants in the workshop which really helped them understand where and how to immediately apply the tools and practices being taught.

*Gavin Jackson, Head of Sales
Toyota Fleet Management*