



Gillespie Helps Kodak Entertainment Imaging Put New Sales Training into Motion

Client

Eastman Kodak Company, Entertainment Imaging

A global manufacturer of photographic and digital imaging products that service the motion picture and entertainment imaging industry.

Business Challenge

Changes in the motion picture film industry prompted the need for a new set of skills and knowledge in our client's sales force. The sales division faced a changing customer base, new customer expectations of Kodak's motion picture products, challenging product sales targets, and shifting of sales territories. Gillespie had the experience in identifying what critical competencies it takes to become top-performing sales professionals. Once the behaviors are clear, the sales force learns these essential skills along with critical product information. Then they can excel at what they do best...selling!

Solution

Gillespie conducted an assessment of the existing sales training curriculum as well as a competency assessment of current personnel within the division. We facilitated focus groups of representative employees, interviewed key staff members, evaluated existing training materials and made recommendations based on our findings to the director of training and development.

Services Provided

- Competency Analysis
- Training Curriculum Development and Delivery
- Educational Consulting
- Roadmap for Employee Development Plans

Results

The new hire sales curriculum was entirely restructured and redeveloped for the motion picture division. The competency assessment was then used on an ongoing basis as a road map for orienting and training all newly hired sales representatives.



Gillespie was among only 120 suppliers to achieve "year-on-year" productivity improvements for work at Eastman Kodak Company.

Gillespie Makes Breakthrough at Kodak

Gillespie Associates participated in the annual Kodak Supplier Breakthrough event. This event provides an opportunity for both a social gathering of key suppliers at the George Eastman House, as well as a forum for Kodak to share the expectations they have of their supplier companies. Double-digit productivity improvements

"year-on-year" is a key expectation. Only 120 firms have met this challenge, out of over 1000 current Kodak suppliers. Proudly, Gillespie was among the small group that continues to meet and exceed this client's expectations.

"It has taken a great deal of dedication and perseverance by our entire staff to meet

these ever-changing and challenging expectations. I am very proud of the professionalism and quality results our staff continues to deliver to our Kodak client," says Geoff Barrow, Gillespie Associates, LTD President.