

CASE STUDY



Team Selling Into Major Accounts

Courtaulds is an iconic company founded by George Courtauld in 1794 as a textile business. Its name became synonymous with man-made textiles and it moved into other areas of chemical and polymer manufacture through merger, acquisition and joint ventures.

Today, Courtaulds Textiles is Britain's largest producer of lingerie and underwear. It markets its products under leading retailer labels across the world as well as its own reputed brands which include Aristoc, Berlei and Gossard.

Drawing on its rich heritage, Courtaulds are driving product and service innovation through more effective collaborative working with customers. This requires a change of attitude and approach and that's what we are helping Courtaulds to address.

The collaborative sales engagement programme is designed to bring different internal teams together to deliver a superior service to customers. It's delivered as a series of workshops and it includes specific work-based projects. This ensures that new processes and ideas are directly applied, and this is delivering significant benefit.

The programme has been accredited by Coventry University, so the delegates will also receive a certificate in continuing personal development.

Human Resources Director Richard Cowlshaw is the project sponsor, and he said *"Bringing our team closer together is having a major impact on our effectiveness. We really like the way the Ithaka programme reinforces change through university accreditation."*

