

# Case Study



## Porcelanosa



### Client Details

<b>Sector:</b>	Retail
<b>Skills Delivery:</b>	Sales Training
<b>Client:</b>	Porcelanosa – worldwide supplier of contemporary bathroom products including tiles, furniture, baths, showers, taps, radiators and accessories. Twenty four UK showrooms.

<b>Background:</b>	Porcelanosa wanted to ensure it had in place a top team in its new flagship store in Fulham. Training was designed to increase the personal effectiveness and professionalism of all staff and reflect the quality ethos of the Porcelanosa brand at this key venue.
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<b>Brief:</b>	<ul style="list-style-type: none"><li>• Provide training on sales techniques and customer relationships for all staff at Fulham store.</li><li>• Tailor training to range of delegates which spanned management team, sales assistants and designers.</li></ul>
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<b>Training:</b>	In-house, on-site training at Croydon head office using two senior training consultants. Programme covered <ul style="list-style-type: none"><li>• The Art of Retail Selling</li><li>• Closing the Sale</li><li>• Dealing with Objections</li></ul>
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<b>Feedback:</b>	“Fantastic Course. Very well delivered” - Scott A “Very well presented. Will look forward to using my new techniques” - Lee A “Well structured and delivered” - Irfan M “Excellent, has really helped build my confidence” - Lisa D
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<b>Client quote:</b>	“Following the success of the training programmes at our Fulham store we are going to be further investing significantly in staff training and development in 2005. We are looking to set up in conjunction with PTP the ‘Porcelanosa Academy of Excellence’ which will be a groundbreaking development in skills training for the company.” Patricia Wheeler – HR Director, Porcelanosa
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<b>Other clients within the Retail sector:</b>	Ikea Liberty P& O Ferries	Marks & Spencer Courts Gus Home Shopping
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