



# IT companies grow because of People

People are the true assets for IT/ITES organizations. They grow when the people....

- Create value for their customers by engaging as true-blue **Consultants**. (All teams including sales, pre-sales, delivery and support)
- Grow accounts by nurturing them systematically using the best practices of **Strategic Account Management**
- **Leaders** help their team stay engaged, develop competencies and create a high performance and fulfilling climate.

Equip your teams through Forum's **Coaching, Training and Consulting**

Forum helps your team perform as **true-blue consultants**, establish the best **strategic account management** practices and create a **climate of productivity and engagement** by developing **critical leadership skills**

**Forum**  
Learning & Organizational  
Development



**The crux of growth is in delivering exceptional customer experience to drive customer behaviour. The complete team (leaders, sales, pre-sales, delivery and support teams play a role in determining customer behaviour)**

Organizations that can focus on the four core elements of customer experience can significantly grow with existing clients and acquire new clients. The four core elements include:

– **How does the team engage with customers?**

- Customers see you as consultants. Do you engage as true-blue consultants to understand and solve customer problems and desired outcomes?
- Do you develop deep connections and relations built on trust?
- Do you scan opportunities to add further value?
- Do you build further credibility in every customer conversation?

– **How must the leaders perform?**

- Do they create a climate of productivity and engagement (refer to the six factors of climate)?
- Do they coach the team members to enhance capability?

– **Does the organization have critical customer-centric processes?**

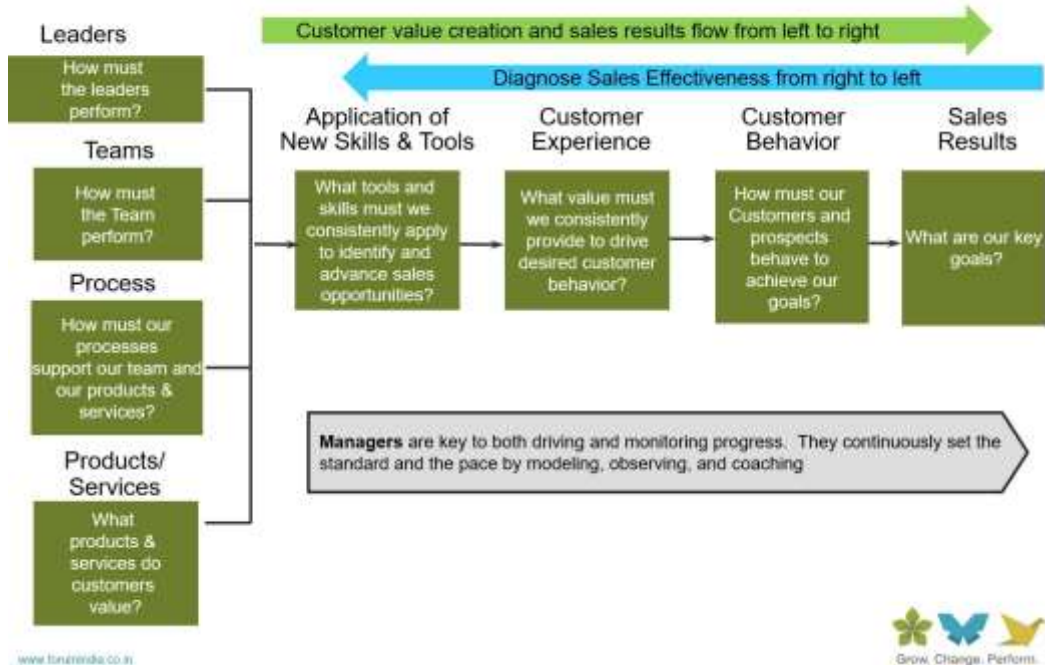
- How do we plan and grow strategic accounts?
- How do we keep our pipelines healthy?
- Do we have an optimal CRM support system?

– **How do our products and services perform?**

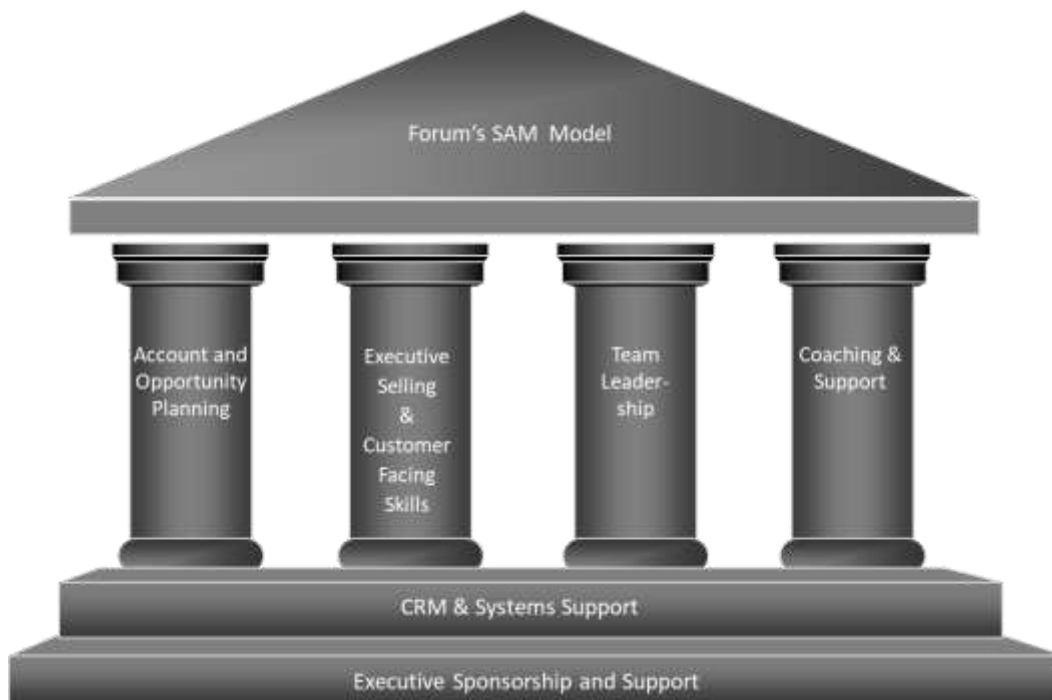
- Are we delivering what is promised?
- Do we innovate and continue to add value?

**Forum not only consults and trains, but we also coach your team to get real results.**

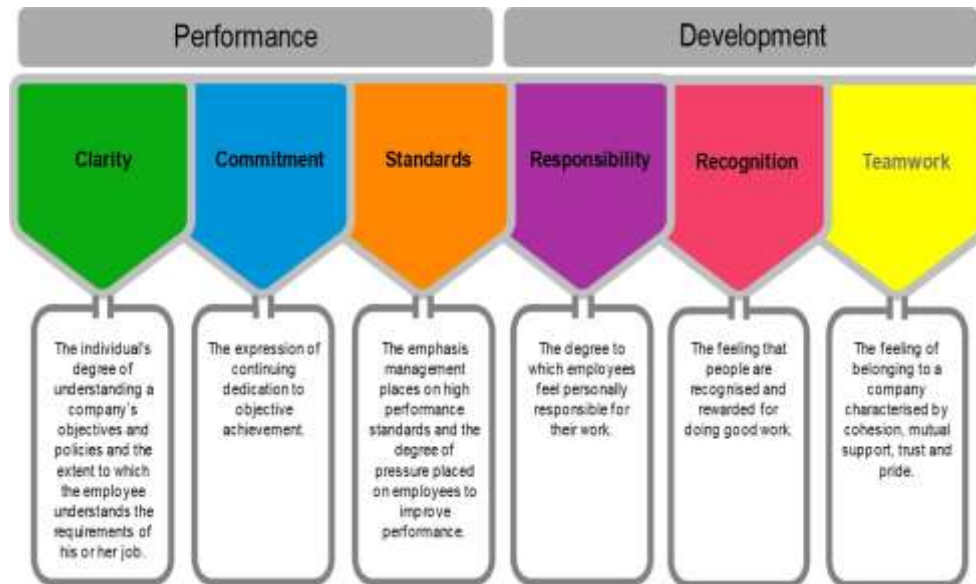
## The four ingredients of Sales Success



## Strategic Account Management The pillars of strengthening account health.



## The climate of Productivity and Engagement Leaders measure and enhance each dimension.



The value of our learning and consulting solutions is primarily built on two things:

### The way we work with you

- **Results:** Each solution delivers, measures, and sustains impact on your specific business drivers.
- **Speed:** Our 50+ years' experience enables us to rapidly assess your business challenges and implement the right learning solution.
- **Execution:** Strong project teams will understand your goals and help you reach them.
- **Collaboration:** We meet you where you are, rapidly assessing your business challenges and co-creating a tailored learning solution.



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Visit [www.forumindia.co.in](http://www.forumindia.co.in)

**Sumit Seth:** +9197620076/ [sumit.seth@forumindia.co.in](mailto:sumit.seth@forumindia.co.in)

**Nabonita Biswas:** +918420431045/ [nabonita.biswas@forumindia.co.in](mailto:nabonita.biswas@forumindia.co.in)