



Press release

Paris, 1st, October, 2015



[2015 Brandon Hall Group Human Capital Management Excellence Awards](#)

Cegos Group and Coface win Silver Award

Cegos, a worldwide leader in training and development, and Coface, a worldwide leader in credit insurance, win a coveted Brandon Hall Group Silver award for excellence in the “Best Program for Sales Training and Performance” category. Designed and deployed by Cegos, the “Sales Force 1” program aimed at developing a more dynamic approach to business development.

“Sales Force 1”: Dynamic approach to business development

As part of its *Strong Commitment* business plan, Coface rethought its entire sales strategy. In less than six months, Coface aimed to establish a “hunter” spirit in its international sales force to generate more business opportunities and grow market share.

Coface was seduced by the approach proposed by Cegos, with its ability to support them internationally. Cegos designed a specific training course for each population to form either managers or sales teams (Sales Managers, account managers, Direct and Indirect Sales):

- **A Cegos-led introductory webinar for the Sales Managers**, who then hold a **kick-off meeting with their teams** (including a VIP video message from the Coface CEO), to get buy-in for the strategy and the program, and generate curiosity and interest;
- **Customised in-room training of 1 or 2 days** to install hunter spirit and best practices;
- **A Cegos-led webinar 4 to 6 weeks later** to share and anchor best practices.

Cécile Fourmann, HR Director adds:

“Sales Force 1 is the lynchpin of Coface’s voluntary sales approach, and a key enabler in the transformation of our commercial processes. To ensure the training had maximum impact we first defined the role and contribution of our sales managers, account managers, direct and indirect sales teams. By bringing together an international task force composed of Coface HR and commercial teams to draw on the diversity of a Group operating in 99 countries worldwide, we have improved the skills of our commercial teams everywhere.”

The deployment, orchestrated by Cegos, was carried out in “accelerated” mode **in only 10 weeks in 35 countries and in 14 languages: 101 training sessions** were organized all around the world (a 99% deployment rate!).

José Montes, Cegos’ Chairman, comments:

“Cegos’ teams are particularly proud to win this tremendous Brandon Hall Group award.

Once again, our ability to accompany a leading company such as Coface by developing and deploying an innovative training program in multiple countries – and this in record time, is recognized by the

market. This success owes as much to the quality of the program developed by Cegos as to the commitment and responsiveness of Coface's business and sales teams.

Now active in more than 50 countries, the Cegos Group is more than ever the business partner of reference for companies and organizations whose training needs are global."

Results: immediate measurable benefits for Coface

From the start of the project it was decided to identify a set of KPIs in terms of Sales Performance. Coface reports that performance on all 6 KPIs has improved by a minimum of 6%, and some of them by considerably more.

Joëlle Attal, Coface Group Head of Direct Sales and Account Management Director, commenting on the positive business results reported at year-end 2014, explains:

"In a context of increased market competition, we were happy to report that our commercial results for 2014 showed a solid customer retention rate at 89.2% and a 7% year on year increase in new contracts signed."

Part of a transformation process, both managers and employees gave very positive feedback about the program. The immediate application of methods and tools has paid off in terms of the quality of customer relations and business development. The application of best practice has also helped to detect and acquire new customers. Finally, the training program has had a concrete impact on the performance of the Coface teams:

- Direct Sales teams optimizing their prospecting efforts;
- Indirect Sales people spending more time with their broker contacts and building a new level of trust with them;
- Account Managers proposing a Partnership Plan to key customers.

Finally, Nicolas Garcia, Coface Group Commercial Director, emphasizes:

"We want to reinforce our training strategy over time in order to provide our commercial teams the skills, tools and behaviours which will enable them to reach our ambitious objectives of growth".

Brandon Hall Group Human Capital Management Excellence Awards

"The high quality of work and commitment to driving business results among our award winners never fails to amaze me", said Rachel Cooke, Chief Operating Officer of Brandon Hall Group and head of the awards program. *"All of these winning programs deliver meaningful business results to their organizations. Winning an Excellence Award is a great honor, but the real winners are the organizations themselves and their customers and clients because of the innovation and customer focus they demonstrate."*

Excellence Awards winners will be honoured at Brandon Hall Group's [HCM Excellence Conference](#) January 27-29, 2016, at the PGA National resort in Palm Beach Gardens, Florida. Selected winners also will serve as presenters in the more than 20 breakout sessions during the 2 ½-day conference.

The entries were evaluated by a panel of veteran, independent senior industry experts, Brandon Hall Group Sr. Analysts and Executive Leadership based upon the following criteria: fit the need, design of the program, functionality, innovation, and overall measurable benefits.

About the Cegos Group

Created in 1926, the Cegos Group is a worldwide leader in training and development. The Group now runs its own operations in 11 European, Asian and Latin American countries. It is also active in over 50 countries through its network of partners and distributors, which are all leading training providers and top-tier technology experts.

With 1,000 employees and more than 3,000 partner consultants, the Group trains 250,000 people around the globe every year and generates revenue of €200 million.

Cegos deploys a global offer, including turnkey and tailored training and development, operational consultancy, Managed Training Services and international training projects. Its blended learning' approach aims to provide the most suitable and competitive learner experience by combining multiple learning formats (classroom training, e-learning modules, videoconferences, webcasts, e-training programmes and more).

www.cegos.com

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About Coface

The Coface Group, a worldwide leader in credit insurance, offers companies around the globe solutions to protect them against the risk of financial default of their clients, both on the domestic market and for export. In 2014, the Group, supported by its 4,400 staff, posted a consolidated turnover of €1.441 billion. Present directly or indirectly in 99 countries, it secures transactions of 40,000 companies in more than 200 countries. Each quarter, Coface publishes its assessments of country risk for 160 countries, based on its unique knowledge of companies' payment behaviour and on the expertise of its 350 underwriters located close to clients and their debtors.

In France, Coface manages export public guarantees on behalf of the French State.

www.coface.com

About Brandon Hall Group

Brandon Hall Group is a HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition and Workforce Management.

With more than 10,000 clients globally and 20 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results. (www.brandonhall.com)