

Salesforce improvement by wellness improvement



Getting Fit for Work

Organisation:

YOOJI, Manufacture and sales of infant foods, France

"My staff are initially small seeds and my role is to give them: the quality soil, the quantity of water and light adapted to each one, possibly tutors to allow them to grow and flourish in their posts By being benevolent."

Danièle Amar, Commercial Director

Summary

Work on managerial positions to better communicate the company's challenges and guide employees

Challenges

Yooji is a startup specialized in producing and marketing a variety of extremely safe, tasty and simple organic frozen foods for all babies from 4 months old. The company has grown quickly from September 2012 and now employs almost 40 people, whose 12 salespersons. The challenge is to develop and maintain a high level of commitment as well as a performance driven culture that keeps on caring for people and focusing on wellness and personal development.

The F4BG Assessment

Managing the salesforce effectively is key to keep a company growing fast, but hard because salespersons are far away from the company's headquarters and autonomous. Moreover, Yooji's salesforce appears to be very young and not very experimented

The Solution

Coaching and helping Yooji Sales Director to efficiently manage her team of 12 people throughout France, so that they reach their objectives but feel they are part of the team and that people at Yooji's headquarters do care for them.

Results and Future Plans

Structuring the sales force, starting with a sales assistant, training employees to become regional managers. In order to compensate for the difficulty of geographical distance, set up indicators of well-being and satisfaction on the day-to-day missions of the Sales Force in order to better identify employees in difficulty or suffering and thus adapt my management.

Fit4BusinessGrowth is a project funded by the Erasmus+ programme.

The project aims to help small and medium enterprises to improve performance and productivity using High Performance Work Practices, Wellness Practices and Business Growth Coaching.



The team

"An emphasis on the need to care for others to make growth more reliable. Knowing how to adapt to your interlocutor to communicate better."

Delphine Bourdier, Madaléla



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Fit4BusinessGrowth
Leading By Example

For further information visit:

www.fit4businessgrowth.eu



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