

Case Study – Konica Minolta

The Brief



As part of the on-going team development programme at Konica Minolta, the Head of Strategic & Corporate Accounts, Mark Baldwin, asked us to put together a training programme that looked at effective networking strategies and the long-term nature of business development as well as the art of building and delivering engaging presentations designed for specific audiences.

Our Solution

After consulting with the team at Konica Minolta, we designed a training programme for an experienced team of eight key sales people.

The Programme looked at the importance of planning for networking events including effective preparation and strategy for different types of networking events including identifying targets and initial research.

The event itself included addressing joining and leaving conversations as well as making positive and memorable impact and was followed by addressing the vital areas of how and when to follow up.

The workshop turned to the skills and techniques of how to design and deliver effective and engaging presentations.

The Result

The programme was met with high acclaim with a request for continued follow up training to contribute to develop and improve the skills of the team.

“We employ professional business consultants who are very capable presenters but in our competitive market place I felt it was important to enhance our skills further by employing de Burgh Group to scrutinise our approach to presenting. The course was excellent with great participation and fun, the whole team gained additional knowledge and skills which has since proved invaluable. If presenting is key to your business then I couldn’t recommend Luan de Burgh and his company enough.”

Mark Bowen, Head of Strategic & Corporate Accounts, Konica Minolta

