



## Case Study Technology

### Challenge

This networking and communication devices company wanted to grow sales quickly in emerging markets.

### Solution

Bring 300 sales leaders from emerging markets together to focus on business issues, network and develop business plans.

With the client's global business development unit, BI WORLDWIDE created five "replicable business models" based on successful installations of the client's business in different parts of the world. Descriptions of the models were sent to all attendees in advance to prepare for the meeting. BI WORLDWIDE developed and facilitated all sessions, including a train-the-trainer session for table discussion leaders, and created all session workbooks.

## Results

Each leader worked collaboratively across cultures to identify where they might use the models and which customers they would call. They also wrote a 90-second elevator pitch to capture their interest.

**300**  
SALES LEADERS  
WORKED ACROSS CULTURES  
TO CREATE NEW BUSINESS MODELS.

