

Tschudi Shipping Company creates a joint point of departure with **The Key to Successful Selling**

Tschudi Shipping Company is an international shipping company with logistics activities in Norway, Finland, Denmark, Estonia and Holland. The company wishes to bring together and strengthen its organization and to give its salespeople a joint point of departure for their development and training.

Tschudi Shipping Company wants to create a strong corporate culture with clear values where the employees have a common corporate understanding and strategy as a means to creating greater synergy between employees and departments in different countries.

The company's salespeople have different cultural and educational backgrounds, and that has created a need for establishing a homogeneous and more professional sales education which will make the salespeople even better at working in a systematic and structured way with customers and sales.

That's why Tschudi Shipping Company was on the lookout for a modular education which would continually provide different options.

The employees should be able to develop over time and not just go on isolated courses. This also means that it should be easy to update new employees right from the start, so everyone works from the same platform.

To accomplish the task, Tschudi Shipping Company has decided to use **The Key to Successful Selling** from LADEGAARD A/S. Tschudi Shipping Company has chosen a Blended Learning model combining individual training in different modules with training on courses with an instructor 5 x 2 days.

The logo for Tschudi, featuring the word "TSCHUDI" in a bold, sans-serif font. To the right of the text is a square icon containing a stylized blue and white graphic that resembles a compass rose or a directional symbol. The logo is centered between two horizontal blue lines.

Søren Andersen, commercial director in Tschudi Shipping Company, says:

"To Tschudi Shipping Company, the process is first and foremost about developing professionally in sales, but it is also about team building, where the individual employees from many different countries and with different backgrounds get together. In our view, creating team spirit among salespeople in different countries as well as getting a joint point of departure is very valuable. We wanted a system that brings together training and makes it a continuous process. The solution from LADEGAARD A/S was in keeping with what we wanted to do, and we are looking forward to getting started."