

The Certificate in Construction Products Sales

Case Study



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Overview

Hambleside Danelaw recruited a new member of staff, Danny O'Brien who required further sales skills training and construction product industry knowledge. Having previously used the Certificate in Construction Products Sales programme to develop their staff, Hambleside Danelaw felt it would be the best fit for Danny.

“For me the course was a brilliant insight and learning experience. When I started the course I was very new to the industry and in a previous role had never sold direct to contractors.”

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Results for the delegate

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“With the help and guidance of the course, and specifically the weekly learning logs, I have been able to **improve** my knowledge on a weekly basis to the **benefit** of myself and Hambleside Danelaw.

I was able to get a **better understanding** of specification, building regulations and most importantly, **sales and commercial techniques** which have gone a long way towards an improved sales figure from this time last year.”

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Results for the manager

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“I’ve been very impressed at the **thoroughness** of the course and, more importantly, the **evidence-based** assessment.

Danny used many of the frameworks and techniques to **open up** new relationships and **strengthen** existing ones.

He has been able to **play more efficiently** to his many strengths by planning his sales approach in a structured, yet adaptable, way HDL and Danny have **both benefited** from that.”

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