

Sales Development Program (SDP)

365 days of multi-modal training in “what” Genpact sells and “how” to sell it

The Challenge

Genpact’s vision to be a \$4 Bn + revenue organization demands investments to increase front-end sales capability and the ability to build large transformational engagements. It is required to have a group of trainable GRMs to be aligned to the company’s direction and also bring down the cost to hire by grooming new GRMs rather than hiring experienced high package resources.

With the current aggressive growth target we do not have a ready pool of trainable GRMs to integrate into the sales process for mining and hunting purposes

The Solution

Create a robust integration strategy to on board the Sales Development Program new hires with strong process and output measures on effectiveness, leading to a shorter integration cycle time

In Scope

Integration, Content design, interventions, training

Out of Scope

Defining Competencies, hiring profiles, interview guide/ training interviewers, Hiring strategy, Sourcing, Vendor selection, actual hiring, offer and on-boarding.

- SDP Portal
- Formal and informal learning
- Networking
- Track performance
- Automate the experience
- Business Case Simulation
- Live or Virtual (TBD)

- Model (formal training and observation)
- Simulate (self-directed learning and observation)
- Interact (intensive feedback)
- Perform (independence and accountability)

