

The logo for 4twenty2, featuring the number '4' followed by 'twenty2' in a lowercase, sans-serif font.

Making Nectar 360 the most buyable

Need

Nectar 360 has a culture built around consistently developing and learning, which they didn't want to pause, despite working remotely. The focus was to set the team up for success by keeping them engaged and motivated to find new ways of connecting with their clients.

How

4 modules with a combination of eLearning, live campus sessions and team activation that was led by their internal team.



The training is always heavily weighted towards live examples. This allows participants to work on scenarios they are facing within their current roles so we start seeing changes immediately.



The logo for Nectar 360 is displayed in a light grey rectangular box. It consists of the letters 'N', 'E', and 'C' in the top row; 'T', 'A', and 'R' in the middle row; and the numbers '3', '6', and a red circle with a white center in the bottom row. All characters are in a red, sans-serif font.

N E C
T A R
3 6 0

Nectar 360, after adjusting to the new ways of working at the beginning of 2020, were looking to bring the commercial team together and inspire them to go out and win with clients.

With the programme complete we sat down with Melissa Desmond, Group Partner Director to discuss the impact ...

Why external training?

We have been working with 4twenty2 for over 5 years. They work with us to deliver bespoke training to help our commercial teams grow their confidence in building strong and trusted relationships with our partners.

What is about 4twenty2 that means you keep working with them?

Firstly the 4twenty2 team have got to know our business and culture. This enables them to deliver solutions which empower participants to explore growth opportunities and undertake challenging conversations while remaining true to themselves.

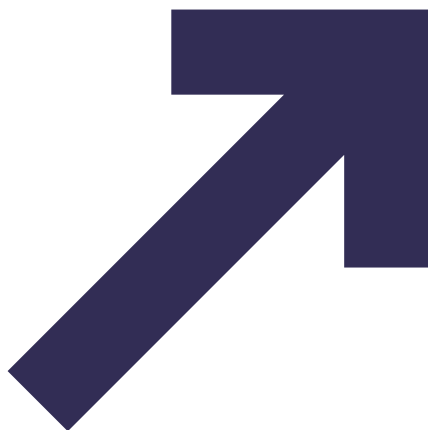
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Was there any concerns about the programme from the team?

This was the first time that we put the team through a fully virtual programme and naturally there was some apprehension. However we committed and the whole commercial team were fully guided by 4twenty2.

How did you find the method of the training?

The training proved a fantastic investment. Not only did it bring the whole team together it gave a chance for the individual business units to come together with real purpose. The junior members of the team also really appreciated hearing from those with more experience on how they would handle certain scenarios. The big take out for everyone one was that by learning in bite sized chunks over a number of months really helps build confidence to go out and try new ways of working with clients.





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Have there been any results from the programmes that you weren't expecting?

Along side the commercial success we are seeing with our clients we have had a surprise side benefit. The work 4twenty2 did with supporting the team activation leads has really helped build their facilitation skills. They are now using more of a coaching approach with their teams.

