



INFORMATION

Date: April 2005

Rhema Group "exports" instructor led and online training for BOC sales teams in rapidly expanding SE Asia market

The BOC Group, as one of the largest and certainly the most global of the world's leading gases companies, serves 2m customers in more than 50 countries, and wins 30% of its £4.6bn annual sales in the rapidly expanding Asia Pacific regional market. BOC's 2005 plans include working towards its own major growth in that market, through centrally directed and supported training and development for BOC sales forces in South East Asia.

As a significant new venture, within its solidly established role as human resource development supplier for BOC, the UK-based international human resource development expert Rhema Group has the task of ensuring that already successful UK training programmes are delivered across BOC's Key Asian locations in Thailand, Singapore, Malaysia, Indonesia, India and the Philippines.

BOC's objective is that of a global operator which must ensure consistency of content, message and quality of training to employees around the world. The need in South East Asia is very rapidly to deploy sales training material via their regional training manager. Rhema Group is supporting that objective and that need by licensing BOC to deliver a complete package of training programmes – including Territory Planning, Consultative Selling, Negotiating Skills and Sales Force Management.

Rhema has maintained the consistency and quality of its programme content while making it highly customised for the local culture and market and the local deliverers of that content. Rhema has also trained BOC's trainer – putting the SE Asia Training Manager Jeffrey Estrella through a Train the Trainer course in the UK.

BOC Group Organisation Development Director Mervyn Smit says: "We have a major programme to build sales capability in Asia and Rhema programmes are at the core of the process. They suit our needs perfectly and Rhema has helped us in customising the materials and training the internal trainer to deliver – and we have had excellent feedback from the delegates."

Mervyn Smit adds: "BOC is committed to the sustainable development of people, and Rhema has been our natural choice of partner because they have always met our needs in this objective".

BOC is supporting this long-distance people development initiative with an online e-learning programme via its global intranet. It relied on Rhema's expertise as a leader in e-learning applications to produce an innovative electronic interactive version of the instructor-led training modules. This not only helps sales personnel pre- and post-course, but can also be used on the job to give instant help in live sales work.

Rhema Group MD Jeremy Francis stresses that "a really good HR development supplier can do both of the most important things a global company needs: they can deliver the training programmes themselves anywhere in the world, *and* they can ensure that those programmes can be successfully delivered by the customers themselves".

For any multinational addressing its own global training needs, he strongly suggests that the question must be "is the supplier offering everything that is needed by way of blended solutions, flexibility and unflagging round-the-clock support?"

For further information and interviews contact Terri Anderson

T: + 44 1494 565864

M: + 44 7802 872346

E: hq@rhemagroup.com

Notes to Editors

The Rhema Group www.rhemagroup.com is a UK-based global human resource development company which operates internationally via 15 business partners with offices in Hong Kong, Singapore, New York, Sydney, Johannesburg, Brussels, Paris, Milan, Dusseldorf, Madrid, Lisbon, Prague, Warsaw, Vilnius and Copenhagen. Focusing on Talent Development, Management Development, Performance Management, Sales Training and Skills Development, Rhema provides customised and blended solutions involving business consultancy, training, coaching, software and E-learning (via internet and client intranets). It provides an expert resource in support of learning and development functions- all on a 24/7 basis - in 10 languages to clients in 20 countries.

Through its networks and a global community of people development professionals, Rhema has identified and linked with proven best practitioners in each region. A "flexible logistics" approach enables these partnerships to channel Rhema training programmes, diagnostics, learning materials and software to clients (Rhema's or their own) with local cultural adjustments as well as precise language translations where appropriate.

Global companies are therefore offered extremely rapid roll-out in all their territories of any centrally-mandated training or people development programme, with consistency of content and quality plus uniformity of messages – as well as cost effectiveness and ease of management.

The best of original products from international partners are also used and distributed by Rhema in the UK.

Clients include multinationals The BOC Group, Royal Bank of Canada, Société Générale and Reed Business Information; leading Dutch vendor lease organisation De Lage Landen; and UK companies including Transport for London, Oxford University Press and Lloyds TSB.

The BOC Group www.boc.com employs around 43,500 people and for more than a century BOC's gases and expertise have contributed to advances in many industries and aspects of everyday life, including steel-making, refining, chemical processing, environmental protection, wastewater treatment, glass production, electronics and health care.