

Cathay Pacific Airways Goes Beyond Selling



Something new is happening at Cathay Pacific Airways. The Hong Kong-based international carrier already enjoys a reputation for quality service. This year, Cathay Pacific strengthened its quality commitment with a 4-day program, developed by MaST U.K., called "Beyond Selling." "Beyond Selling" training helps sales staff, including inside sales representatives and managers who conduct outside calls, develop long-term relationships with clients and prospects. *Persona's* Communication Styles model is a key program component. The model is a communication style matrix based on the four basic interpersonal needs, which drive behavior: recognition, acceptance, achievement and security. "The Communication Styles model is used primarily as a tool for understanding and developing more effective personal relationships with customers," explains MaST U.K.'s Roger Ealand. "It was accepted extremely well."

The entire Cathay Pacific Airways sales force—stationed in the Far East, Australasia, North America, Europe, South Africa and India—will complete "Beyond Selling" training. Training sessions have been implemented in Hong Kong, Tokyo, Toronto, Seoul and London.