

EDF

The salesmen get trained to energy savings

In order to propose its customers energy efficient solutions, EDF collaborated with Cetim on training its salesmen to practises and techniques for the industry and the service sector.

Established for a long time in the promoting efficient electric solutions, EDF Group declares clearly its will to be the European reference on the field of savings for all energies. *“To differentiate our offer and maintain our advance, we reinforce our customer support (companies, local communities) on the topic of energy savings, points out Christophe Rintz, leader of the team “Certificate of energy savings” at EDF. “Our salesmen will present their customers assistance proposals in order to optimize their facilities.”*

But they have to know the bases of energy to understand the customers and to have the right reaction when

answering their questions. *“That’s why we were lead to build a training solution fitting to our salesmen, who are not intended to become experts”, says Christophe Rintz. “We had the content, specifies Jean-Luc Godon, in charge of Innovation and training at EDF. For putting it in words and build up the training scenario, we chose a contractor skilled in energy efficiency as well as in teaching methods, Cetim, our purpose being to deliver a quality training, within a very short time.”*

Salesmen trained in four months

The project was divided into three phases. For phase 1, a four-days training course was chosen, and its contents validated by the trades which



OUR CUSTOMER

Corporate name
EDF SA

Sales turnover
Group 2007:
59,6 billion euro

Workforce
158.640 people in the world

Activity
EDF Group is a European leader in energy, actively involved in all the trades regarding electricity, from production to business and networks management. Main actor on the French electricity market, it is firmly established in the United Kingdom, in Germany and Italy

were interested in this action. For that, a “mirror group” was formed gathering 12 people of different areas, leading in October 2007 to a finalized version of the training session. In phase 2, Cetim carried out a training action based on setting 15 professional trainers in situation of training one another. In phase 3, to facilitate the spreading in different areas, a quiz was built up in order to set up homogeneous groups of ten salesmen. The first training courses began at the end of February 2008. Four months later, all sessions were completed. The satisfaction index measured at the end of each training day was almost of 100%.



Cetim's asset

Cetim has at the same time the technical expertise in energy savings and in teaching engineering. This association of skills made it possible to realize

successfully, managing this as a project, the training intended for EDF's salesmen.