



The UK's leading distributor of Papers, Packaging and Visual Communication solutions, Antalis UK, believes that engaged and well-developed employees will deliver a great customer experience.

At the core of that strategy is personal growth and professional development. Solution Cell have collaborated with Antalis for over 10 years. Through immense change in the company and sector, Bruce Munro, Commercial Director, has consistently looked to Solution Cell as the trusted partner for developing his teams. Bruce told me why he partnered with us and what the future holds for paper and packaging.

Solution Cell:

Why did you want to invest in a relationship with Solution Cell over the other potential partners you met?

Bruce Munro:

The business has been through a lot of change and growth over the past fifteen years. Antalis, as part of the larger European group, went through an intense period of acquisition and restructuring through 2007-2012. For the UK sales team, that meant we had lots of people coming together with different levels of experience and ways of doing things.

I remember never feeling pushed down a particular path with Solution Cell. The discussions were always collaborative and empathetic. The combination of a relaxed, personable approach and the tenacious, inquisitive nature of your colleagues who also challenge and push back when required, made me feel good about this partnership.

Solution Cell:

Antalis rolled out a programme with a training company at group level soon after you had engaged Solution Cell. What made you return to us following that?

Bruce Munro:

There are a great many benefits to being part of a large group, that extends to learning and development to support significant change. We experienced such an initiative some years ago which was very positive for all involved, however that was a moment in time and a generic programme so required some adaptation to ensure alignment to local business objectives.

Following on from that, I knew that with Solution Cell we would collaborate on a bespoke programme designed for the challenges we were facing at that time.

“The programme was spot on, relevant to my role and my team.”

Participant feedback

Solution Cell:

What stands out for you about working with Solution Cell?

Bruce Munro:

The Discovery process Solution Cell takes you through leads to tangible results. I've witnessed other organisations talking about carrying out this kind of process but then you realise that they have their templated 'solutions' or modular approach which they manage to bring you back around to.

Real change in behaviour takes place because the programme with Solution Cell is so clearly about us. The various programmes delivered always incorporated our own case studies, procedures and working methods making them wholly relevant and immediately useful.

“It showed how we can use techniques in our daily role.”

Participant feedback

Solution Cell:

Where have you seen the biggest impact of working together?

Bruce Munro:

This industry has huge challenges to overcome in terms of its working practices and culture. The industry is focused on 'now', it is price driven and fast-moving, and the result is that it is strategically unsophisticated.

The work we have done with Solution Cell has helped us differentiate ourselves in terms of offering value to our customers in the service and solutions we deliver.

“Informative, interactive, clear, enjoyable. Excellent delivery skills. I have clear guidance on where and how to apply my knowledge.”

Participant feedback

Solution Cell:

How have your teams been affected by the pandemic?

Bruce Munro:

The teams have done remarkably well coping with all that has been thrown at them over this past year. If you are fortunate and have the right facilities at home, you have a garden and the weather is good, it makes dealing with everything much easier. I think it has got more challenging for people as time has gone on. We've got a lot of people that have had to juggle home-schooling and childcare, large families sharing workspaces; not everyone's in the same boat. Overwhelmingly we have seen a desire to get back into the office and into a sales community, especially within our Inside Sales teams but also with the Key Account Managers who are more used to working alone.

There have been some positives for the business in terms of prioritising innovation and finding solutions to problems presented by the necessity to work from home. The sales cycle has shortened significantly. We have introduced new systems and a platform for the sales team which considerably reduces the need for escalation and enables greater autonomy.

Solution Cell:

What lies ahead for the paper and packaging industry?

Bruce Munro:

A need to have a lower cost of sale demands that the entire industry moves to doing more online. Of course, Covid has meant that customer interactions are now happening virtually, and I think some of that will continue for some time to come.

The sales role is changing hugely. There is a need to develop and master new and different sales skills simultaneously whilst navigating a new sales process. This will be challenging for people in what is a traditional industry. Thankfully, at Antalis we are used to change and the need to adapt. I am sure that Antalis will be partnering with Solution Cell to face the challenges on the horizon.



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