

INGERSOLL RAND DRIVES SALES PERFORMANCE THROUGH GLOBAL LEARNING AND DEVELOPMENT



CASE STUDY



SOLUTION HIGHLIGHTS AND ACHIEVEMENTS

- Ingersoll Rand achieves a consistent sales development approach across multiple countries while benefiting from local-language delivery and culturally relevant trainers.
- Sales teams gain practical skills to work more effectively with distributors as true partners, improving relationships and day-to-day execution.
- The business lays the foundations for long-term sales growth with strong engagement and consistently positive feedback from sales development across regions.



ABOUT INGERSOLL RAND

Ingersoll Rand is a worldwide manufacturer and distributor of compressed air solutions, parts and accessories and services for a wide range of industries and applications. With over 160 years of air compressor expertise, the business merged with Gardner Denver in 2020.

With more than 21,000 employees and a vast network of distributors, Ingersoll Rand delivers its 80+ brands with its high-performance products and solutions across harsh and complex environments globally.

THE CHALLENGE

Ingersoll Rand had ambitious growth targets and needed to achieve a consistent, structured approach to sales development. Performance varied widely across teams, and sales development had evolved over time, with teams learning primarily on the job, leading to inconsistencies, the potential for outdated habits and limited alignment on best practice.

As a global business selling through distributors as well as direct sales, Ingersoll Rand also needed to strengthen how sales teams managed distributor relationships, not just commercially, but as long-term partners and an extension of their sales force.

Colin Mander, Distribution Director Europe and Middle East, Ingersoll Rand says,

“ Selling through distributors is complex, with every partner operating differently. To support our double-digit growth ambitions, we needed to invest in our sales teams and give them the tools to succeed. It had been a long time since they'd received formal development support, so this was about refreshing core skills and creating a consistent, shared approach across the business. ”

SOLUTION

Ingersoll Rand selected Tack TMI as its global learning and development partner due to its international reach, local-language delivery and competitive pricing. Together, they delivered a bespoke programme, Selling Through Distributors, focused on improving sales capability, distributor engagement and consistency across markets. The development programme was based on Tack TMI's sales philosophy, PRO-PAYBACK Selling®.

The highly practical, interactive programme helped salespeople understand how to sell with distributors and included managing leads, handling sales objections, understanding margins and supporting distributor success. The programme was piloted in the UK, refined collaboratively and then rolled out across Europe using local trainers who adapted content to each market's cultural and commercial context. Colin explains,

“When you sell through distributors, they are effectively an extension of your sales force. One salesperson might be responsible for a country and managing 10 or 12 distributors, all with very different levels of capability. The sales development helped ensure our teams really understood the commercial fundamentals, like margins and how to work with distributors to make them more successful.”

He adds “The goal wasn't to make everyone identical, but to get everyone working in the same way and aligned around a consistent sales approach.”



Positive feedback

While it is still early days, feedback from the initial rollouts across has been extremely positive, with early insights highlighting strong engagement. The Italian distribution team described the learning and development programme as a valuable opportunity to align on the role and responsibilities of the Distribution Manager.

The highly interactive format encouraged the Italy-based participants to challenge themselves,

reflect on real business situations and apply learning directly to their day-to-day work. The trainer's deep experience and practical approach were particularly praised, with real-world examples, simulations and role plays helping the team navigate the challenges of a highly competitive market. The programme increased clarity around key skills, strengthened commercial and relationship management capability and helped identify new business opportunities. Colin concludes,

“We were delighted to hear the sales development was recognised as both engaging and impactful, with strong appetite to continue their learning journey through additional sessions to further build capability, performance and team cohesion. We're looking forward to more feedback over the coming weeks.”

What's Next

Ingersoll Rand plans to continue its partnership with Tack TMI, expanding into additional sales topics such as negotiation and ongoing refresher programmes. Further country rollouts are also planned, supporting Ingersoll Rand's long-term goal of building a high-performing, aligned global sales organisation. Colin highlights,

“ We're working with Tack TMI to develop a one-day negotiation programme for the coming year. One of our biggest challenges was language, and Tack TMI's proven ability to deliver learning and development in the local languages required, from across the UK, Italy, Spain, France and Poland to India is a major differentiator. ”

BENEFITS

More consistent sales approach

Sales teams have a shared framework for selling through distributors across regions that delivers stronger sales capability using practical tools and techniques.

More motivated and engaged sales teams

Salespeople feel supported, valued and invested in by the organisation.

Stronger distributor relationships

Improved tools and development enable closer collaboration with distributors as partners and an extension of the sales force.

Improved readiness for future growth

Sales teams are aligned and prepared to support double-digit growth targets into 2026.

Effective global delivery with local impact

Local-language development is adapted to cultural and market needs, while maintaining consistency worldwide.

WORKING WITH TACK TMI

“ We've had consistently stellar feedback. Tack TMI was easy to work with, highly responsive and communicated clearly at every stage. ”

Colin Mander, Distribution Director Europe and Middle East, Ingersoll Rand

