



PROMETEAON UPSKILLS GLOBAL SALES AND MARKETING TEAMS FOR A NEW BRAND ERA

ABOUT PROMETEAON TYRE GROUP

Prometeon Tyre Group is a multi-brand manufacturer of truck, bus, AGRO and OTR tyres distributed all over the world. It was established in 2017 as a spin-off from the industrial division of Pirelli Tyre, when Prometeon started producing and selling Pirelli branded tyres.

With 8,000 employees, 100 R&D professionals, four factories and four R&D centres, Prometeon also has strong partnerships with major original equipment manufacturers and collaborations with dealers and service partners around the world. Continuous investment in R&D is at the heart of Prometeon Technology, offering integrated and multi-branded technologically innovative products and services.

THE CHALLENGE

Prometeon was undergoing a critical business transformation in rebranding away from Pirelli, a company with over 150 years of heritage, to Prometeon, a modern identity that was started eight years ago. The rebranding was much more than a name change; it required a fundamental shift in mindset. A key challenge was that many employees, especially across the global sales and marketing functions, originated from Pirelli and were used to operating within the credibility of an established legacy brand.

The first step was to refresh the sales approach to align with Prometeon's forward-looking, customer-centric positioning. Unlike Pirelli, a brand that often sold itself, Prometeon required a more strategic, value-driven approach. This involved enabling over 415 employees globally to succeed in the diverse and competitive tyre market, including regions such as Brazil, Turkey and Egypt, each with their own unique local dynamics. Prometeon needed a common global sales approach, while still tailoring strategies to these local markets.

Fabrizio Mori, Global Head of Talent at Prometeon Tyre Group says,

“One of our biggest challenges is how to support the evolution of our salesforce, marketing and customer service people at a global level. We needed a partner that was agile and could scale with us as we evolved.”



SOLUTION HIGHLIGHTS AND ACHIEVEMENTS

- A global sales program empowers Prometeon's brand identity to move away from its legacy brand.
- A modern approach to learning delivers soft skills training on shifting mindsets, building brand culture, and developing sales skills focused on selling a progressive solutions-based brand.
- Employees receive 24 hours of soft skills training across 15 countries, delivered in eight languages and tailored to local cultures while maintaining consistency with Prometeon's global transformation strategy.

SOLUTION

To support this transformational shift, the company launched a dedicated sales campus initiative, aimed at equipping employees with the skills, knowledge and mindset needed to thrive in the new environment. The sales campus would help to transform mindsets across sales and marketing, adapting to local cultures and markets while maintaining a unified global vision. Additionally, it needed to deliver client value through an expanding product and service portfolio, while redefining success metrics for top performers accustomed to the easier sell of a renowned brand.

Recognising the scale and sensitivity of this cultural transition, Prometeon engaged Tack TMI to design and deliver tailored programs that support talent development and drive long-term growth aligned with the company's new identity. Fabrizio highlights,

“ I had previously worked with Tack TMI and was aware of its global reach and track record in delivering impact across learning and development. Together we built a framework focused on three core competencies, tailored to help our employees adapt to our brand, our new technologies and diverse markets in a competitive, global business environment. ”

Aligning mindset and sales skills globally with brand vision

Tack TMI delivered three key competency modules around mindset, role identity and sales skills to over 380 sales and marketing professionals and managers participating in the program:

New mindset: Focused on helping sales and marketing teams understand and embody Prometeon's new brand positioning. The program explored how individuals contribute to brand perception and reputation, how to build brand culture internally and how to communicate the brand authentically to customers and the wider market.

Sales skills: A foundational sales program tailored to Prometeon's new context of no longer selling a legacy brand, but as a progressive group that offered quality solutions. It emphasised core selling techniques, customer-specific approaches, interpersonal communication and emotional intelligence. A dedicated module also addressed managing relationships with both internal stakeholders and external clients.

Role identity: Designed to support both managers and teams in embracing the mindset shift required by the modern brand. This competency covered the rationale for change, the evolving tyre market, the change process itself, together with the leadership styles needed to guide teams through transformation and building resilience and alignment globally.

The program spanned over 15 countries, with delivery in eight languages, and was carefully tailored to accommodate local cultural nuances while maintaining consistency with Prometeon's global transformation strategy. Designed for blended delivery, it combined both classroom and online formats to ensure accessibility and engagement across regions.

A dual-track approach was adopted with Tack TMI delivering training on soft skills and Prometeon's internal trainers delivering technical content on hard skills such as warehousing, finance, pricing policies and supply chain management.



One of the unique challenges addressed in the project was coordinating the typically 'non-trainer' internal staff to effectively communicate technical topics, while also building a shared sense of company identity and heritage among participants across all markets.

The first year focused on field sales, laying the foundation for mindset change and core selling behaviours, while year two will extend the journey with modules focused on prospecting, client engagement and activity evaluation.

Training was delivered across 15 key markets including Egypt, Brazil, Germany,

Spain, France, Poland, the UK, Italy, Turkey, China, the US, Mexico, Colombia, Argentina, and a mixed EU cohort. In total, Tack TMI provided 600 hours of live soft skills training and 18 hours of train the trainer sessions to strengthen internal capabilities.

A learning culture that accelerates the Prometeon brand

Fabrizio adds,

“ The collaborative model with Tack TMI ensured both global alignment and local relevance, establishing a learning culture that supports our redefined brand, sales strategy and long-term business goals. It's early days in terms of the overall impact and effectiveness, but going forward, we hope to be able to begin measuring the impact and success of this program with specific KPIs. ”

BENEFITS

Deep skills development

Each participant received 24 hours of dedicated soft skills training, allowing for meaningful practice and integration into their day-to-day work.

Practical, applicable learning

The program emphasised a hands-on, practical approach to sales training ensuring that techniques could be immediately applied in real-world client interactions.

Real life relevance through case sharing

Training sessions included live case stories, helping participants connect the learning to actual market scenarios.

High quality, targeted content

The program featured well-designed, relevant training content tailored to Prometeon's strategic context, building confidence, consistency and alignment across its global teams.

WORKING WITH TACK TMI

“ We chose Tack TMI for their trusted ability to deliver at both global and local levels, something few companies can achieve. They provided the agility, consistency, and scale we needed across 50 countries and 8 languages.”

“Tack TMI's balance of global consistency and local adaptation has been a real differentiator, with positive feedback from participants. Our partnership is proving valuable, and we look forward to continuing the journey together. ”

Fabrizio Mori, Global Head of Talent at Prometeon Tyre Group

