

## **Integrated Brand & Learning Strategy Drive Cross-Selling Of Proprietary Products**

### How The Right Approach To Learning Grows Cross-Selling, Leverages The Brand And Energizes The Culture To Grow Profits!

#### ***The Situation:***

- A growth company needing a new lift in profitable revenue
- A strong, national brand
- Customer data waiting to be understood
- Sales Associates focused on their individual products
- A senior executive searching for the breakthrough solution

#### ***The Challenge:***

- Find a way to increase revenue from the existing customer base
- Engage the existing Sales Associates
- Build - don't dilute - the brand
- Drive revenue - fast and independent of expanded operations

#### ***The Solution:***

- Cross-sell proprietary credit products to existing customers
- Train "blue collar" Sales Associates to sell complex credit products to middle income consumers and small businesses
  - Make it fun and rewarding for Sales Associates
  - Keep classroom sessions to 90 minutes
  - Accommodate low literacy levels
- Sustain performance through leadership coaching & recognition

#### ***The Results:***

- A 64 X ROI on the investment
- Sales Associates more confident and excited about contributing to company success
- Performance targets exceeded across the board: number of per customer transactions; value of average transaction; and profitability of sales
- Associates excited about change and new opportunities