

## **Business & HR Strategy Combined For Sales Success**

### How The Practical, Focused Use Of A Unique Set Of Capabilities Grew A Business . . . Fast!

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

- A century old culture of “they will come to us”
- Long-tenured professionals that serviced – never sold
- An increasingly tumultuous market
- Limited financial resources
- Declining net new business

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

- Grow net new sales dramatically
- Keep the professionals at the customer interface
- Drive practical, effective, sales behaviors
- Do it fast and inexpensively

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

- Two practical tools that train people to be Accountable for real sales work
- Delivered via 90 minute webcasts
- Across the globe
- Supported by executive coaching with the Sales Leaders

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

- 60 Experienced Professionals Became Sales People
- 40 business days later they had
  - Contacted 3500 new prospects
  - Scheduled over 700 meetings with new clients
  - Closed over \$750,000 in revenue
- At year end (6 months after implementation) they had
  - Exceeded their target by 43% and were 73% over the previous year
  - Surpassed their dreams

. . .and they continue to achieve new heights

