

### CASE STUDY

#### **Additional Revenue of 40% within a few months as a result of CSC Training**

#### **Client Successfully Increases Sales Revenues and Customer Satisfaction with Consultative Sales Academy's Consultative Sales Certification Training Program**

##### **BACKGROUND**

Our client, a provider of unique, highly personalized international solutions with over 30 locations in North America, China, Hong Kong and India servicing clients worldwide.

##### **CHALLENGE**

As a premier provider the client was determined to regain market share and revenues hurt during the recession. Sales and revenue goals for 2012 were set to reach the levels of pre-recession highs. Leadership and sales management realized the need for comprehensive and forward thinking sales training that would support their personalized approach suited both for very experienced sales professionals as well as for newly hired sales people with little sales experience. Additionally, the company had a preference for a sales training organization with a proven track record of effecting real change in behavior and mindset towards business development.

##### **SOLUTION**

After reviewing various sales training solutions, our client decided to select Consultative Sales Academy's Consultative Sales Certification (csc) Training Program for an initial pilot course for a hand-picked group of sales professionals. CSC Training has the additional benefit of being a blended e-Learning and live training program which is a significant advantage as their sales force is located in a wide geography.

##### **RESULTS & BENEFITS**

In utilizing Consultative Sales Academy's CSC with a pilot group, our client quickly established that this program was making a dynamic change in the way their business development staff were planning and executing their sales efforts. Revenues increased, for some in the pilot group by 40% and 50% within a few months, and their staff was additionally motivated to go the extra mile for their clients as they acquired new and deeper skills and knowledge in developing new business and expanding business with existing clients.



## Consultative Sales Certification (CSC)

### CLIENT CASE STUDY



Approximately at mid-point of the seven month program, our client made the decision to roll out the CSC Program to their entire business development and client facing staff, and as recognition of the importance of aligning sales efforts with operational optimization. Our client also charged Consultative Sales Academy to provide a Consultative Sales Coaching Certification Program for their operational Managers and Regional Vice Presidents of Operations.

With renewed vigor and enthusiasm of its sales force and sales management, our client reached its goal of revenue levels last seen before the recession. Consultative Sales Academy's Chief Trainer Tom D'Agostino and Program Developer and Trainer Marcia Gauger were invited to roll out the program at the company's yearly Kick-Off Conference at the beginning of January for all 46 participants involved as well as all headquarter staff, even those not involved in sales or operations.

The coordinated , long-term training program, the goal of which is real, long-lasting behavioral change for both business development and operations, will guarantee further increased revenue, customer satisfaction and more repeat business based on the philosophy that all client-facing personnel are in the business of sales, and therefore optimal customer satisfaction. Our client is dedicated to applying this approach to all levels of their business as they follow their goal of being a highly personalized and unique service provider.

