

Success Story...

RETHINK the way you sell

The Challenge

This advisory firm wanted to shift from a more traditional sales model to a consultative model that would allow the sales people to package proposals to meet the needs of prospective clients. SalesCORE faced the additional challenge of helping the executive team realize the importance of such a shift and alleviating their frustration from working with other consultants unable to get results.

The Approach

SalesCORE started with an in-depth analysis of the existing sales approach to better understand if restructuring made the best sense for the company and prospective clients. This analysis included every touchpoint from sales to marketing and account management. The existing model was very fragmented and their cookie cutter approach wasn't clearly illustrating the valuable services they could provide clients on an individual basis. With a consultative sales model, the sales team would be able to be more accurate in matching services with need.

The Result

SalesCORE helped to build out the sales model and subsequent process and coach the sales team on this new approach; understanding the methodology of what happens when potential prospects enter the pipeline and the necessary steps needed to close the sale. Through an extensive presentation to the executive team, SalesCORE also illustrated the need for change in the model and the potential for success.

The new sales model for the company resulted in implementing one plan, one model and one process for the entire company to follow, while still allowing the sales team flexibility in building a package that meets individual needs.

EXCEEDED

sales goals for three years in a row

“ We’ve had a tremendous amount of success! Since we’ve put the new model and process in to place, we’ve exceeded our sales goals for the past three years. ”

SALESCORE

Providing the leadership, tools & expertise to grow your business.