

# Success Story...

*RETHINK the way you sell*

## The Challenge

A regional IT company saw opportunity for sales growth and market expansion. Management had several “sales” missteps in the past and were a bit intimidated about bringing on a dedicated sales person. They engaged SalesCORE to help them put a sales model in place and hire the right person to put them on the path to sales success.

## The Approach

SalesCORE worked with the company to evaluate the current sales structures and the roles of existing staff. From that, a sales model was created that resulted in shifting from transactional sales to consultative and identifying areas where new talent would be needed in order to expand successfully.

SalesCORE took the lead in the hiring process for a new sales person by asking the difficult questions during the interviews. By hiring the best person for the role, the company began to shift their mindset on sales, eventually ending up with a culture centered around supporting sales efforts on every level in the business. SalesCORE developed a sales message used in unison, from upper management to the receptionist. With SalesCORE as a continuous resource for the company and new hire, they were able to move forward and create realistic expectations for sales.

## The Result

SalesCORE’s development of tools and processes for the company, and their rigorous interviewing techniques, helped the company gain confidence in their sales approach.

**100%**

increase in business from one quarter to the next

**“ SalesCORE understands the art and the science to sales and they know what it takes to make your sales people successful. ”**

**SALESCORE**

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