

# HIGH TECH MANUFACTURER

(ANNUAL REVENUE \$1.5 BILLION)

## Objectives

In the wake of the dot-com crash, the company – which had flourished due to the high-tech boom – realized that if they were to hit their 2003 projections, something had to change. The goals were simple: 1) increase the attachment rate and average order size by maximizing every interaction with the customer; and 2) equip their senior account reps with the skills to transition from selling the “bread-and-butter” products that comprised the bulk of their market share to penetrating new markets with a new product offering. The specific objectives of the training initiative were:

- » Arm traditionally non-revenue producing employees (e.g. customer service, tech support), who interacted with the customers on a regular basis, with the skills to mine for incremental revenue.
- » Equip inside reps to more effectively work with the channel to grow accounts and partner with their field counterparts.
- » Provide strategic reps with a the tools to grow and convert Fortune 100 accounts.
- » Ensure management team understood the process and possessed the coaching skills to ensure behavior change.

## Deliverables

- » Managers were certified to reinforce the sales training programs while improving their own coaching, management and leadership skills.
- » Inbound, tech support and customer service reps participated in training classes to improve both their selling skills and their ability to enhance the customer experience.
- » Senior account reps participated in a strategic selling course that focused on executive access and account development skills.
- » Two staff trainers were certified to deliver the rep training, reinforce the skills learned and measure the results.
- » Structure and systems were put in place to manage performance and continue the skill development process.

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PROCESS

## Results

Eight months of consistently adopting ASLAN's process to reinforce the skills yielded these financial results:

- » Average order per call increased 30%.
- » Leads from non-traditional revenue sources grew by 83.5 %.
- » Overall revenue increased by 5% and the stock price jumped from \$10/share to \$18+/share.