

# GLOBAL SERVICES COMPANY

(REVENUE: \$750 MILLION TO \$1 BILLION)

## Objectives

Our client was looking for a sales training program, which, more than simply training, would actually drive a shift in their corporate culture. After completing the sales assessment, ASLAN identified an initial "action list" within the inside sales organization:

- » Inspire sales representatives to embrace their role as a customer resource to meet both stated and unstated customer needs.
- » Have reps adopt the new corporate selling philosophy and methodology (inbound and outbound).
- » Define appropriate performance measurements and hold reps accountable for training ROI.
- » Equip reps with the skills and process to maximize each inbound opportunity, grow existing accounts, and initiate outbound calls to identify and initiate relationship with new customers.
- » Create a consistent communication strategy to reinforce the methodology, skills and philosophy of the new branded program to both sales and non-sales personnel.

## Deliverables

- » Managers, team leaders and trainers were certified to reinforce the skill development programs while improving their own coaching, management and leadership skills.
- » Account Executives & Customer Service Reps in three countries participated in training classes to improve their skills at both selling and enhancing the customer experience.
- » 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 ensure the skill development process is being reinforced and reps maintain the highest level of productivity possible.
- » ASLAN partnered with the sales organization to establish a process to measure both adoption rates and, ultimately, the financial impact of the training initiative.

OVERALL REVENUE  
INCREASED BY  
5% DURING A  
PERIOD WHEN  
MARKET DEMAND  
DROPPED 11%

## Results

Once the skill adoption rate reached 80%, the client began assessing the financial impact of training. Nine months after training was complete:

- » Average order size increased from \$531 to \$852 (60% increase).
- » Discount rate fell from 28% to 12%.
- » Overall revenue increased by 5% (during a period when market demand dropped 11%).