

# GLOBAL HIGH TECH DISTRIBUTOR (REVENUE: \$1 BILLION)

## Objectives

To grow market share in an increasingly competitive marketplace, the company realized they needed to do two things: 1) strengthen the relationships with their resellers and 2) provide superior customer service in order to simultaneously grow revenue and increase retention rates. To accomplish this ambitious goal, ScanSource needed to:

- » Enhance the customer service skills of every employee that interfaced with their customers (e.g. customer service reps, inside sales reps, and tech support).
- » Equip inside sales reps to develop strategic partnerships with their resellers and to identify stated and unstated needs.

## Deliverables

- » Inside Sales Reps were trained to operate effectively in a consultative selling role in order to better understand and meet the needs of their resellers as well as demonstrate the value of their unique solution.
- » Through training, customer service and tech support reps learned to exceed customer expectations, enhance customer intimacy, and appropriately respond to critical customer events.
- » To enhance the value of strategic partnerships between ScanSource and its resellers, resellers were invited to participate in a Reseller Education Program, presented by ASLAN, that included Selling and Customer Service skills.
- » Advanced level sales reps participated in a Value Based Partnership program to strengthen their basic business knowledge and enable them to provide value-added business consulting to their resellers.
- » Account Executives in a very price-competitive market attended a customized, strategic selling course aimed at equipping them with the skills to establish the value for a higher end solution in a commodity-driven marketplace.
- » ASLAN implemented a Management Certification program to develop managing and coaching skills while reinforcing the skill development process.

## INSIDE SALES REPS WERE TRAINED TO OPERATE EFFECTIVELY IN A CONSULTATIVE SELLING ROLE

## Results

"Based on the training and coaching ASLAN has provided to date, we are forecasting incremental revenue attributed to training of \$25 million and an ROI of 875%." Jeff Rehm, Director of Training