

Consistency Yields Results

Sales Rep Finishes the Year with Quota Exceeded by 187%



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Brett Hoffman,
Enterprise Regional Manager

Measurable Results:

- Exceeds quota by 20% the first quarter following training.
- Exceeds quota by 160% the next quarter
- Finishes year at 180%

The Client

There’s not a salesperson out there that doesn’t want to exceed quota. At Sprinklr, Enterprise Regional Manager Brett Hoffman, always set high goals for himself, especially when it came to his sales numbers. However, achieving them became much easier once he had a repeatable method to approach his customers.

“I have an athletic background and in sports you often emulate what the pros are doing. If you know what it takes to be elite, then that’s what you do,” said Hoffman. “With Command of the Message®, I knew a lot of people had been successful with it. I thought, if this is what works, I need to accept the methodology and make it my own.”

Driving Value

The results speak for themselves. After completing the Command of the Message engagement, Hoffman exceeded quota by 20% the first quarter following training. The next quarter he exceeded it by 160%, finishing the year at 187% over quota.

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After doing role plays in training, Hoffman pushed himself to use the techniques he learned, even if it was a little uncomfortable.

“The turning point for me was using it with clients. It was bumpy at first,” he said. “But, I really morphed it into my own style. I knew how to demonstrate value before, but this gave me a proven

system and that made all the difference in the world.”

Measurable Results

The turning point for Hoffman came when he received an RFP for a very large opportunity. He used the framework, clearly identifying the current state, future state and negative consequences. “I took the pain point, tied it to a dollar amount and used the framework. I was able to demonstrate the value of our solution in a way that showed the business impact to win the opportunity.”

While it may be uncomfortable, asking probing questions to get prospects to identify the negative consequences and positive business outcomes proved to be the lynchpin for Hoffman’s success.

“I’d rather turn away a prospect that doesn’t want to tell me their positive business outcomes or negative consequence. If I’m prepared with my discovery questions and my pre-call planner, I get access to the economic buyer and am able to get higher and wider in my prospect accounts,” said Hoffman.

The simplicity of the framework helps in its repeatability with every conversation Hoffman has.

“It holds you accountable and gives you a roadmap of how to be successful. It’s a simple structure and that’s the beauty of it. It allows you to simplify things that tend to be very complex.”

Hoffman prides himself on being audible-ready with his prospects and is thankful for the rigor of the Command of the Message methodology.