

**TOKYO LONDON NEWYORK**

## CASE STUDY

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# Global Services Company

## Objective

Our client was looking for a program that would do more than just increase sales. They wanted a solution that would cause a shift in their corporate culture. After completing the sales assessment, ASLAN identified an initial action list within the inside sales organization. ASLAN'S marching orders were to develop a program that would:

- Inspire sales representatives to embrace their role as a customer resource to meet both stated and unstated customer needs
- Encourage reps to 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 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 through ASLAN's Catalyst program.

- Account executives and 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 was being reinforced and that reps maintained 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.

## 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 percent to 12 percent.
- Overall revenue increased by 5 percent during a period when market demand dropped 11 percent..

Since 1996, in over 25 countries, ASLAN Training & Development have been helping bridge the gap in sales force execution in many of the world's largest sales organizations. Beyond the typical training event, our solutions and expertise are focused on the four critical areas needed to ensure sustainable change:

- Tactics – Establishing the methods, message and metrics that are consistent with high performing sales organizations
- Rep Development – Customized skill development programs for each of the 11 unique sales roles
- Leadership Development – Providing the tools and programs to ensure sales leaders transition from just measuring performance to truly driving change
- Road Map to Transformation – Includes leadership certification, rep and manager development resources, & sales dashboard to track and measure the three areas that drive results

Let ASLAN help build your bridge between today's status quo and your sales execution of tomorrow.



**Overall revenue increased by 5% during a period when market demand dropped 11%**



# Unlock Tailored Sales Training Solutions for Your Team.

## The results speak for themselves

**22x**

Increase in number of meetings

**365%**

Higher response and click-through rates

**44%**

Average increase in rep performance

**1.5**

Months saved per year

## From Assessment to Mastery: ASLAN's Tailored Sales Training That Delivers Results

### Prepare

Assess needs, customize, align leadership.

### Ignite

Embrace change through interactive learning.

### Transform

Master skills with digital tools and coaching.

## Trusted by Top Organizations



Get in touch with the ASLAN Team to unlock a proven, tailored approach that turns your sales reps into revenue-driving partners.

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