

# Client Spotlight



## SITUATION

CorVel Corporation, a national leader in workers' compensation, liability, and risk management, faced stagnant growth despite experienced teams. Sales cycles were long, competition was fierce, and results were inconsistent. Teams across the country lacked alignment:

- Large, complex territories were managed without a proven process or shared methodology; relationship-building varied widely, and critical opportunities often slipped through the cracks.
- Account Executives approached each deal differently, with no proven process or shared methodology. This led to surface-level relationships, minimal discovery, and missed opportunities.
- Sales leadership was stretched thin: operational leaders also managed sales performance, leaving little time or structure for coaching. As a result, Account Executives in the middle tier lacked development and accountability waned.

The result? Buyers often saw CorVel as interchangeable with competitors, and win rates plateaued, despite everyone working hard.

## SOLUTION

CorVel partnered with ASLAN to deliver comprehensive transformation:

- Other-Centered® Selling (OCS): Gave Account Executives a practical, consultative framework for engaging buyers. This helped them build confidence to take risks and be creative in their approach, particularly when engaging unreceptive prospects.
- Catalyst™: Provided a clear coaching path as managers learned to understand individual personalities and motivators, creating more accountability and helping move performers from the 40% in the middle toward higher achievement levels.
- ASLAN+: On-demand, AI-powered practice and scenario-based training to drive continued transformation and keep selling skills sharp.
- Customized Playbooks: Everything was tailored to CorVel's unique culture and business environment, ensuring the program fit their specific needs rather than applying a one-size-fits-all solution.

These coordinated programs created a unified, high-performing culture where every role contributes to consistent, relationship-driven growth.

## RESULTS

# 3x Record Sales Years

After working with ASLAN

# 49%

Higher sales YoY compared to pre-ASLAN years

# 39% Close Ratio

14 points above the 25% industry benchmark

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Since partnering with ASLAN, CorVel has experienced back-to-back-to-back record sales year. I call that a three-peat! We delivered 49% higher sales over that period.

– Jason Wheeler,  
VP of Sales & Account Management

