Client Spotlight



SITUATION

Cox Business had an ambitious goal to grow their revenue from \$700 million to \$2 billion in just 3 years. They wanted to raise sales effectiveness by selling a complete solution and sustain sales consistency across all segments of their sales organization. To find someone who could help, they began a search to partner with a sales training firm that could provide a realistic approach to sales training — not too academic, but not too abstract. ASLAN's content and approach was the right fit.

SOLUTION

To help Cox Business meet these goals, ASLAN:

- Assessed the sales organization and customized our

 Other-Centered® Selling program for three separate roles,
 from Enterprise to SMB to Inside Sales, to help reps shift
 from selling a product on price to selling a complete solution
 to help serve their customers' needs
- Equipped leaders with specific coaching tools from our Catalyst™ program to develop individuals on their team
- Certified Cox Business trainers and others to continue to train new hires and sustain long-term change
- Targeted strategic sellers for continuous development with our **Elevate™ Selling to C-Suite** program

Cox Business, a division of Cox Communications, provides voice, data and video services for more than 275,000 small and regional businesses, including healthcare providers, K-12 and higher education, financial institutions and federal, state and local government organizations.

RESULTS



With ASLAN's proven approach to selling, Cox Business saw a 185% increase in revenue in three years.



You guys really transformed our sales organization from just selling on price to understanding the client's business and selling a solution. We couldn't have hit our number without our partnership with ASLAN.

– Shara Fountain, Director of Training & Development





