

CASE STUDY

Financial Services Company

Objective

During a period of rapid acquisition-driven expansion, the \$150B+ in assets company realized that additional growth must come from two fronts/through two activities:

- Boosting the conversion rate with retailers calling about establishing a credit card processing account
- Increasing retention within the existing customer base





**You guys are awesome
thanks so much for making
us 32% more successful**

BETH ROSEKEARNS, VP, TRAINING

Deliverables

- Managers, team leaders, and supervisors were certified to reinforce the skill development programs while improving their own coaching, management and leadership skills through the Catalyst™ High Performance Coaching program.
- Sales reps were trained in the skills, knowledge, and methodology required to successfully sell in an outbound and inbound selling environment through Other-Centered® Selling.
- Two staff trainers were certified to deliver the rep training, reinforce the skills learned, and measure the results.
- Managers, team leaders and supervisors attended a hiring training program to better recruit, identify and hire qualified candidates.
- Performance management systems were put in place to maintain the highest level of productivity possible.

Results

In five months, overall call center productivity rose 32 percent. Individual reps experienced an increase in productivity as high as 75 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.



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 Financial Services Companies



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

SCHEDULE A CONSULTATION