

# Client Spotlight

gettyimages

## SITUATION

Getty Images was under pressure. Sales teams were focused on renewals, deals were shrinking, and discounting was on the rise. Market demand was dropping, and competitors were gaining ground. Without a change, revenue would keep sliding.

Getty needed more than a new message. **They needed a new motion. That's where ASLAN came in.**

## SOLUTION

ASLAN partnered with Getty to unify how every revenue team engaged accounts:

- **Other-Centered® Selling (OCS):** Trained reps to shift from renewals to value-driven growth conversations.
- **Strategic Account Management:** Equipped teams to map accounts, reach decision-makers, and expand share.
- **Catalyst™ Coaching:** Certified 14 leaders to reinforce skills and sustain performance across global teams.

Each program was built around real sales conversations and tailored to the needs of account managers, strategic sellers, and their leaders.

## RESULTS

60%

increase in average order size (from \$531 to \$852)

Discounting reduced from 28%

→ 12%

5%

revenue growth, even as market demand dropped 11%

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These results came from aligning every role around one approach—and giving teams what they needed to succeed.



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