

## CASE STUDY

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# High Tech Manufacturer

## Objective

Yesterday's headlines of success wouldn't be enough to meet tomorrow's growing expectations, and something had to change. The goals for this \$1.5B high-tech manufacturer were simple:

- Increase the attachment rate and average order size by maximizing every interaction with the customer
- Equip their senior account reps with the skills to transition from selling the bread-and-butter products that comprised the bulk of their market share to penetrating new markets with a new product offering

The specific objectives of the training initiative were:

- Train traditionally non-revenue producing employees (e.g., customer service reps and tech support employees to mine for incremental revenue
- Equip inside reps to more effectively work with the channel to grow accounts and partner with their field counterparts
- Provide strategic reps with the tools to grow and convert Fortune 100 accounts
- Ensure management team understood the process and possessed the coaching skills to ensure behavior change



## Structure and systems were used to manage performance and continue the skill development process

### Deliverables

- Training classes for inbound sales reps, tech support employees, and customer service reps to improve their selling skills and their ability to enhance the customer experience
- A strategic selling course for senior account reps that focused on executive access and account development skills
- Certifications for two staff trainers who delivered the rep training, reinforced the skills and measured the results
- Structure and systems for managing performance and continuing the skill development process
- Certifications for managers so they could reinforce the sales training programs while improving their own coaching, management, and leadership skills

### Results

Eight months of consistently adopting ASLAN's process to reinforce the skills yielded these financial results:

- Average order per call increased 30 percent
- Leads from non-traditional revenue sources grew by 83.5 percent
- Overall revenue increased by 5 percent and the stock price jumped from \$10/share to \$18+/share

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 Organizations**



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**