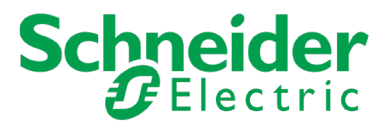


Client Spotlight



SITUATION

Schneider Electric's growth was slowing. Customer-facing teams like inside sales, tech support, customer service, and strategic accounts were stuck in reactive mode. They resolved issues but didn't drive new business. **Opportunities slipped through the cracks, and the customer experience felt disjointed.**

They needed to turn every touchpoint into a chance to grow revenue.

SOLUTION

ASLAN partnered with Schneider to deliver role-specific programs that equipped every team to lead conversations, uncover needs, and drive growth:

- **Other-Centered® Selling (OCS):** Helped inside sales, customer service, and tech support move from issue resolution to uncovering needs and growing accounts.
- **Tech Support Revenue Enablement:** Trained support staff to spot upsell opportunities during troubleshooting calls and become revenue contributors.
- **Strategic Account Management:** Gave senior reps the tools to access executives and expand Fortune 100 accounts with broader, solution-driven offerings.
- **Catalyst™ Coaching:** Certified managers to reinforce new skills and sustain behavior change across all teams.

Every program was built around the realities of each role. No off-the-shelf fixes here.

RESULTS

By transforming support and sales operations, Schneider Electric drove major business gains:

\$1.5B
in new revenue

80%
stock price increase

All while entering new markets and expanding product offerings.

