

Client Spotlight

**Suburban
Propane®**

SITUATION

Suburban Propane was losing customers fast. Cheaper competitors were gaining ground, and teams across the company, including field, inside sales, and customer service, were all feeling the pressure. Without a unified way to defend their value, customer churn kept climbing.

They needed more than better service. They needed a full-company playbook to protect revenue. That's where ASLAN came in.

SOLUTION

ASLAN partnered with Suburban to train every customer-facing team to reduce churn and protect revenue:

- **Other-Centered® Selling:** Gave field account managers the skills to lead value-first conversations and stop defections.
- **DEFEND™ Value Training:** Helped inside sales handle objections and communicate Suburban's unique value.
- **Experience+:** Enabled service reps to build loyalty during everyday support calls.
- **Catalyst™ Coaching:** Trained leaders to reinforce new behaviors and scale the shift across 1,000 reps in 700+ locations.

Each track was built around real-world conversations and tailored to the challenges each role faced.

RESULTS

50%

Drop in Customer Churn

Double Digit

Gains in Retention

Exclusive

**Six-Figure
Partnership**

to continue and expand
the initiative

These gains were possible because Suburban aligned every customer-facing team around one goal: protect and grow the customer base.



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