

Client Spotlight



SITUATION

Zillow, the leading real estate marketplace and housing super app, faced several challenges that required a transformation in their sales strategy. They needed to transform how they worked with their large real estate partners – shifting from product pitches to fostering trust and drive business growth. To achieve this, Zillow aimed to create a unified sales approach that would equip their teams to:

Their key challenges included:

- **Convert new customers** in a highly competitive market.
- **Sell higher-quality services at a premium price**, differentiating from lower-cost alternatives.
- **Drive adoption of their total integrated solution**, encouraging partners to embrace multiple products or services.
- **Expand relationships from buyers to key decision-makers** within client organizations.

SOLUTION

ASLAN collaborated with Zillow to develop a tailored, results-driven program. Key elements included:

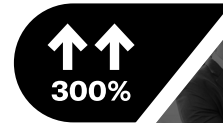
- **Customization:** ASLAN's Other-Centered® Selling program was adapted to reflect Zillow's unique language and culture, becoming the Zillow Way of Selling.
- **Training Across Teams:** The program was deployed across both the Acquisition and Growth & Retention teams, driving alignment throughout the organization.
- **Leadership Integration:** ASLAN's Catalyst™ leadership program was incorporated to foster a coaching culture among Zillow's managers, equipping them with the skills to develop their teams and sustain high performance over time.
- **A.I.-Powered Performance Tracking:** GONG's smart trackers were integrated to monitor behavioral changes and engagement metrics post-training.
- **Training Relevancy and Feedback:** Participant feedback measured the effectiveness of the program, ensuring its alignment with Zillow's strategic objectives.

RESULTS AND KEY METRICS

Zillow achieved a **39% increase in quarter-over-quarter quota attainment within 90 days** by adopting ASLAN's Other-Centered® Selling program. This success was fueled by several key behaviors and strategies, including:



Account Executives exhibiting **Trusted Partner** characteristics outperformed relationship managers and transactional sellers by **103%**, driving stronger partnerships and more meaningful outcomes.



300%

300% increase in engaged selling time, shifting from less productive conversations to consultative discussions focused on customer needs and business growth.



Top performers applied Other-Centered concepts **68% more often than low performers**, excelling in engaging decision-makers, moving meetings forward, and building value through integrated solutions.



After attending OCS, I shifted my focus entirely to the client, putting their needs first. I was selling myself short by rushing for the quick sale. My true success came when I slowed down, built trust, and became a Trusted Partner.

