

Client Spotlight



SITUATION

ScanSource needed to grow. **The company had a strong reputation, but their sales and support teams weren't equipped to drive new revenue.** Inside sales focused on renewals. Customer service stuck to solving problems. And enterprise reps had no consistent way to defend margin or expand accounts.

The opportunity was there. But without a shift in how reps engaged customers, growth would stall.

SOLUTION

ASLAN partnered with ScanSource to train every revenue team with role-specific programs designed to move the needle:

- **Other-Centered® Selling (OCS):** Helped inside sales shift from reactive renewals to becoming trusted advisors who could drive growth.
- **Service Rep Enablement:** Gave customer service reps tools to identify needs and generate opportunities during support calls.
- **Enterprise Sales Strategy:** Trained reps to hold margin, protect high-value accounts, and expand into new divisions.
- **Catalyst™ Coaching:** Equipped leaders to coach and sustain performance across all channels.

Each program was customized based on the team's role, goals, and existing gaps, and scaled across inside sales, service reps, enterprise teams, and their leaders.

RESULTS

\$25M
in New Revenue

875%
ROI from ASLAN training

These results came from equipping every team to grow revenue in their day-to-day conversations.



Based on the training and coaching ASLAN has provided to date, we are forecasting incremental revenue attributed to training of \$25 million and an ROI of 875%.

– Jeff Rehm, Director of Training

