



HOW A SMALL SALESFORCE WINS MILLIONS IN NEW SALES WITH MARK'S COACHING

CASE STUDY

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“My five Account Managers targeted 10 never-landed-before accounts and closed 8 in the first year and added over \$11 million in sales with your process.”

S. H.

Global VP Business Development, Tetra Technologies

THE CHALLENGE

STRUGGLING TO WIN STRATEGICALLY IMPORTANT ACCOUNTS

COACHING WE PROVIDED

A SIMPLIFIED, EFFECTIVE FRAMEWORK

- + Useful insights
- + Custom tools
- + Hands-on guidance
- + Strategies in the field

CLIENT RESULTS

AN EFFICIENT, CUSTOM SALES PROCESS

- + A tailored, formalized sales process
- + Tools that simplify implementation
- + Permanency of results, increased ROI
- + Useful strategy for winning new sales

Most executives and sales managers know how difficult it is to penetrate and successfully land new sales with large or strategically important accounts. Even getting in the door with a prospect can be incredibly difficult.

Executives realize, in most cases, that they need an established approach if they want to win game-changing accounts. The National Strategic Account Manager for Mid America Specialty Services wanted Mark's guidance in landing larger accounts and selling into directed new markets. He said, *"We use Mark's process to target our most valuable strategic opportunities and to land and grow large new accounts."*

One challenge to luring new strategic accounts away from a competitor to your company is how hard it is to differentiate from competitors convincingly.

In the "ocean of sameness," client-companies needed an approach to stand out and help decision-makers fully appreciate their solution's value over the competition. With Mark's coaching and tools, a salesperson can execute the strategies that get them in the door and grow sales revenue.



"Mark, after only a few months, your strategies for increasing sales with both large and small accounts have already produced results! We just expanded one customer's annual product commitment and secured the pledge of a second! Previously both accounts had given us a firm No!"

D. S., NATIONAL SALES MANAGER

Hammons Products Company

To win over strategically important accounts, sales managers and salespeople need a sales process that guides them on creating intelligent strategy, while having the ability to communicate a compelling value proposition for each customer's situation.



"We've repeatedly used the process over the last ten years to help us land big sales. Your sales team can increase sales by thousands to millions in sales a year using the strategies Mark Holmes teaches!"

D. H., NATIONAL SALES MANAGER

Paul Mueller Company

THE SOLUTION

THE HIGHLY EFFECTIVE COACHING PROCESS THAT FUELS RESULTS

If you're in a fast-paced, B2B-competitive environment with small margins for error and aggressive sales goals to achieve, you want a coach who has faced your challenges and created successful results. You want someone who has 35 years' experience coaching sales managers and salespeople just like you.

"I've personally landed over \$1 million in new sales in the last several months as a result of what you taught regarding better sales strategy with my prospects."

B.M., REGIONAL SALES MGR., *Paul Mueller Company*

With Mark's coaching and training, you don't have to waste time on theories and models that get you no closer to producing sales. Drawing upon his highly successful years in sales and leadership positions at Dow Chemical, Enactus, TETRA Technologies and owning several businesses, Mark has used his vast experience and insights to be a trusted coach and advisor to some of America's most successful businesses.

"I'm only two weeks into my sales training / coaching program with Mark and the benefits are already pouring in. I am so thankful for his expertise and knowledge! I highly recommend him to anyone interested in maximizing their sales potential! His methods yield profitable results for both you and your potential high-value clients."

C.E. SALES MANAGER, *Jonesen*

With Mark's reputation for results-based coaching and his brand of versatile sales tools that raise your sales game, and an entire approach that's tailored specifically for your situation, your results are effective and measurable.

"The team has put into action what we learned from you and using the tools, and it has helped us quite a bit in the first year. We are using the call planning to re-engage existing customers that have gone cold and taking a crack at some new accounts. I can't thank you enough for the guidance and knowledge we got from you."

D.S., PRESIDENT
Wenzel America

THE RESULT

DEPLOYING NEW SKILLS AND STRATEGIES TO WIN BIG SALES

With Mark's sales coaching and training a client's salesforce can spend their time qualifying and closing sales versus chasing after poor deals that don't go anywhere.

The result from coaching and training is a powerfully clear strategy and tools to implement a directed sales effort that maximizes results. Don't be surprised if your team lands an "impossible" account, adding thousands or even millions in new sales. And don't be shocked when you see a more motivated, focused sales team.

"We have implemented your ABCD tools and currently have the highest focus on sales since I've been here. Morale is up. Sales are up. I really appreciate all your help!"

T.M., SALES MANAGER, *KO Manufacturing, Inc.*

Mark's coaching has empowered sales managers with new tools to help their salespeople increase success, improve sales with existing customers and get serious about new business development. Just as importantly, a sales manager can also satisfy their own personal development needs.

"I have been selling construction services for over 20 years. Mark's sales coaching has been invaluable in helping me better organize, strategize, and make action steps to improve my selling. I highly recommend Mark to anyone desiring to move forward in their career and industry."

C. P., DIRECTOR BUSINESS DEVELOPMENT
Snyder Construction Company



**TAKE PART IN THE COACHING PROCESS
THAT'S HELPING MANAGERS TO LEAD
B2B SALES GROWTH AND
SALESPEOPLE TO ACHIEVE
GREAT RESULTS.**

Sales Manager Coaching is a simplified,
totally personalized coaching experience, so you
can focus on the learning and the
framework that's easy to use for
winning more sales.

**CONTACT US AT
MARK@SALESREVENUECOACH.COM
TO LEARN MORE.**