



HOW SALES MANAGERS UPPED THEIR BUSINESS GAME IMMEDIATELY WITH MARK'S COACHING

CASE STUDY

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“For over 20 years, we have used Mark’s consulting and sales training. Recently, he coached my Business Unit Managers with no direct sales experience on how to be ‘great Sales Managers’ for our regional sales managers team. I’m incredibly pleased with each manager’s growth and implementation of what they learned. It’s already changing how we prioritize potential new opportunities and will improve our quote-to-close numbers exponentially, and we have Mark Holmes to thank!”

C.K., GENERAL MANAGER
Paul Mueller Company

THE CHALLENGE

INEXPERIENCED OR SEASONED SALES MANAGERS

COACHING WE PROVIDED

A CUSTOM, FAST-WORKING PROCESS WITH SALES TOOLS

- + Personalized, focused game plan accelerated change
- + Flexible tools and process created sales gains
- + Workable time commitment for learners meant faster results

CLIENT RESULTS

- + A tailored, formalized sales process improves closings
- + Tools that can be used for years to come, create ongoing ROI
- + Training that's customized increases efficiency and results

A client usually has two objectives for Sales Managers: to lead and motivate salespeople effectively, and to achieve sales growth targets profitably.

Companies frequently either promote a star salesperson or promote a leader with other responsibilities into the sales manager's role. This can present challenges. The skills and experience that result in being great at winning sales don't necessarily transfer quickly to being a highly successful sales manager. And too, busy managers who have the added role of overseeing sales may not have the experience or time to produce sales as successfully as they want.

When a company doesn't have the internal resources to develop a person into a sales manager role effectively, it will impact the company's sales.

Sales Management Coaching that's tailored to a company's needs can help solve this challenge.

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“Mark stepped us through tools and methods to reinforce habits for a more orderly way to manage the sales process. It's refreshing to get training that's focused on actually implementing the ideas and not just theory”

J.M., BUSINESS UNIT MGR.

Paul Mueller/Biopharm

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THE SOLUTION

THE EASY TO IMPLEMENT, CUSTOMIZED SALES MANAGEMENT FRAMEWORK

Executives at client-companies are never 100 percent certain that their manager will buy into Mark's coaching. They know that if they don't use the training it will waste valuable time and money.

It's only after reading the testimonials and case studies, visiting with Mark about the custom coaching, and discovering that they will receive regular updates on the learner's progress that executives feel much better about signing up their salesforce or their sales manager for learning.

After placing his managers in the coaching, one manufacturing executive said, *"My manager's backgrounds were not in frontline sales but operations and technical sales support. Mark and I met several times to discuss a training agenda, the timing and to create KPIs to measure the success of the training. Mark had me join in from time-to-time to check on progress and add any additional thoughts or direction. I have been well pleased with the outcome."*

Because client-companies want a sales management approach that's easy to implement, Mark personalizes the coaching to an individual's needs and style, but also makes sure that the tools fit the existing salesforce.

“Mark's coaching was very beneficial because he delivers the sales process framework within the context of your company.”

D.C., BUSINESS UNIT MGR.
Paul Mueller/Pyropure

THE OUTCOMES

AN EFFECTIVE APPROACH THAT CREATES SUCCESSFUL SALES MANAGEMENT

With our Sales Manager Coaching individuals engage in a learning process that's motivating to implement, giving the organization the roadmap to make changes and start seeing results.

Thanks to Mark's coaching, managers don't have to struggle with knowing how to manage sales growth, motivate and work with salespeople or how to hit sales growth targets efficiently. What's more, by leveraging the effective use of our coaching tools the sales manager of a small salesforce doesn't need to spend several hours every day overseeing sales, thirty minutes to an hour is all they actually need.

It's vital to stay current on the new tools and to see if your approach needs updating. One manager who recently finished a refresher program with Mark said, *"The training I received was very good. Great refresher, especially adjustments to our Sales Process and defining effective sales call goals. You also have made me think about what's needed from a good salesperson today."*

F.B., SALES MANAGER
Hammons Products Co.

Coming from any previous background to be a successful sales manager is within the reach of anyone who desires to acquire the knowledge and use the tools that produce results.

" "The training and the tools taught me how to train, coach and lead my sales team. I highly recommend this for other sales managers."

J.E., BUSINSS UNIT MGR.
Paul Mueller/Chemicals

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**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.**