



HOW SALESPEOPLE CLOSED NEW BUSINESS BY SELLING VALUE WITH MARK'S COACHING

CASE STUDY

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“We immediately used your principles on an impossible sale (that we’ve never made headway on) and came back with a huge order!”

D.H., PRESIDENT

Commercial Insurance Underwriters

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“I have been in sales for 20 years and have received many training seminars. The one area that all the training fell short in is your course on Selling Higher Price. Your training has given me practical tools that I can use to address price objections.”

T.C., ACCOUNT MANAGER

Tetra Technologies

THE CHALLENGE

INCREASING SALES WITH SALESFORCE LIMITATIONS

COACHING WE PROVIDED

PRACTICAL STRATEGIES THAT CLOSE DEALS

- + Effective questions
- + Clear differentiation
- + Convincing value messaging
- + Confident closer mindset

CLIENT RESULTS

AN EFFECTIVE ROAD MAP TO GROW SALES

- + A personalized approach to fit each salesperson
- + Ability to use sales tools immediately
- + Continual reinforcement and monitoring to drive results
- + New sales and expanding current account sales

Executives want sales growth. To reach their sales goals consistently executives need salespeople to hunt for and close good opportunities with the right clients, which requires effective sales management.

But most executives are spread thin and have limited time to also deal with the important needs of salespeople.

As a result, clients often need a trusted partner who can lead an effective training process from end to end, advise on sales management, and develop their salespeople's effectiveness and motivation to win new deals now.

"Phenomenal job training our sales force! The entire team was engaged, motivated and energized!"

W.J., DIRECTOR SALES AND SERVICE
Gateway CDI

Though cheaper, faster sales training is an option today, gaining significant value is often challenging thanks to a lack of customization and follow up.

For clients to see salesforce improvement from training and coaching, they need a solution that involves the ability to get commitment and accountability voluntarily from learners.

"Recently I had a major prospect meeting and when the customer voiced a couple of objections, I stuck to the strategy and walked out with what I wanted. It was powerful evidence that your techniques and tools work! Thank you for helping me be thoroughly prepared for my sales calls."

J.B., VICE PRESIDENT COMMERCIAL LOANS
Great Southern Bank

With Mark's accountability-based coaching and training, everyone has a proven framework to use the learning and the sales tools to reach new levels of success.

"Mark's coaching gave me a whole new outlook on the selling process. Rather than a typical "pitch," he taught me how to find the customer's value drivers with his Sales Call Game Plan tool and asking the right questions. Not only has it helped with new business, but it's allowed me to grow current customer accounts into much larger ones!"

J.L., ACCOUNT MGR., Crackerjack Shack

THE SOLUTION

CUSTOM COACHING WITH FOLLOW-UP REINFORCEMENT

“Mark’s approach differed from others because of the continual reinforcement, monitoring and follow up with each salesperson. I recommend his ‘tailored’ approach to anyone looking to improve their sales team in a very competitive market.”

A. M., SALES MANAGER

Swire Oilfield Services

Mark personally understands the challenge to grow sales with a salesforce that’s limited in skills or by experience. As a sales leader himself he confronted the challenge multiple times and produced stellar results.

So, when a client needs a partner who can build on existing strengths and yet bring significant improvement to skills and attitudes, Mark is a natural fit.

Together, Mark and the client develop a simple game plan that’s tailored to the salesforce needs but still flexible to fit with the present situation.

“Mark customizes a coaching plan and helps you fit it to your market and customers. His lessons and insights are valuable to someone new to sales or veterans like myself trying to fill the holes in their selling process. His training has been more valuable to me than all the other trainings I’ve received put together! You leave feeling like you actually learned something.”

R. I., REGIONAL SALES MANAGER,

Paul Mueller/Component Parts

The goal is to produce desired outcomes. It can be a tall order sometimes - but fortunately, most sales managers welcome Mark’s approach that uses accountability and follow through to ensure results.

With Mark’s sales coaching and training, the sessions fly by as you are engaged in the content from start to finish. Mark incorporates the most effective learning techniques from neuroscience and spaced repetition to produce the quickest change and the longest-lasting performance results.

THE RESULT

A TIME-HONORED SALES PROCESS THAT GETS RESULTS

Working with Mark, some salespeople found themselves needing to be jolted off their “cruise control selling” and motivated to make changes. An account manager in a manufacturing business admitted, *“Mark helped me take 10 years of sales experience and put it into perspective - realizing what has worked and what has not.” Mark shook me from selling on cruise control. Time well invested!*”

As a result, clients close more sales and use time more resourcefully than ever before, creating results that help them achieve their sales targets faster. What’s more, they have the techniques to handle tough issues.

Because the insights clients obtain from Mark’s training and tools are easy to use, individuals can solve very challenging obstacles to winning more sales.

“Mark, your training session on “Selling Higher Price was extremely informative and practical. I really felt the section on “How to Be Ready to Handle The Price Issue At Any Time With Anyone In Any Company” was a simple, but very effective sales tool that will be easily incorporated into our sales conversations. My entire team was very impressed.”

S.C., STRATEGIC SALES MANAGER, Tetra Technologies

Best of all, the permanent results clients can realize from Mark’s sales coaching have delivered 10, 30 even 100+ times the cost in the first year, while delivering continuous sales growth for the future.

“Incredible value from your coaching process because the skills we learned have helped us develop a sales process tailored to our company in a way we can utilize and refine for years to come.”

M. N., PRESIDENT, Nesbitt Construction

Bottom line, Mark’s coaching and training gives you a streamlined way to improve the sales process, and grow sales profitably, faster.

“Mark steps you through tools and methods for a more orderly way to manage the sales process. We now have the means for going after the right customers and manage our pipeline to minimize poor deals and grow revenues.”

J.M., BUSINESS UNIT MANAGER, Paul Mueller/Biopharm



**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
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