



SOLUTIONS THAT DRIVE RESULTS

SALES

Global Media Company

Issue

Faced with increased competitive pressures and highly dependent on its talented staff, this organization sought to initiate a talent development program. To retain market position and grow, the corporation recognized the need to invest in the next generation of high-potential leaders.

Solution

After conducting a comprehensive needs analysis and identifying competencies, Wilson Learning designed and implemented a 5-day program for high potentials throughout the United States, Canada, and Latin America focused on improving leadership competencies. The solution included pre- and post-work, and ongoing group-based coaching and mentoring to ensure relevance and application of newly acquired skills to participants' jobs.

Outcomes

Participants attributed over \$17 million in revenue to the skills learned in the program.

- » 65% of participants said they were able to effectively talk with new buy points in their major accounts
- » 58% of participants indicated they were equipped to successfully meet with senior decision makers

\$17 million in revenue



Software Company

Issue

To significantly grow the organization, this company decided to provide sales training to a critical sales channel, its value-added resellers (VARs). Speed to-proficiency in understanding the business and implementing a solution-selling approach are essential.

Solution

To maximize time to proficiency in selling their solutions, the company designed a new onboarding process. They looked to Wilson Learning to create a comprehensive learning system, comprised of pre-work and e-learning product training, a core program, and manager support and reinforcement. Industry case studies and a highly interactive team challenge exercise were integrated to provide immediate application.

Outcomes

A 4:1 return on investment with a 31% increase in business was attributed to the training. Over 75% of participants indicated they created new business opportunities as a result of the program.

4:1 return on investment with a 31% increase in business



Global Chemical Company

Issue

The company recognized the limitations inherent in its traditional way of hiring sales personnel with vehicle painting and collision repair experience. These individuals were good at selling product features and benefits, but too often resorted to pitching product features and offering discounts. The company was determined to transform its sales organization into a salesforce able to consult with clients, and add value beyond the products.

Solution

Modeling Wilson Learning's consultative selling process and versatile selling skills, our sales representative demonstrated how effective the approach would be for its salesforce.

The content was delivered in a series of intensive workshops aimed at helping salespeople develop consultative selling skills, while establishing a common sales language and process for increasing sales and margins.

Wilson Learning customized all materials to reflect their actual environment and enabled learners to easily link training to on-the-job application.

Outcomes

\$12.8 million in sales was attributed to the new consultative selling approach that enabled their salespeople to position themselves as trusted advisors. The comprehensive curriculum, supported by Wilson Learning's extended learning system, helped this global chemical company grow its market share from 7% to 10% in one year, and increase it another 2% the second year.

\$12.8 million in sales



Major Financial Services Company

Issue

This client wished to manage and improve the customer experience in the call center, seeking to turn dissatisfied customers into satisfied and loyal customers. They also sought to maintain and grow their client base and, as a result, increase revenue by 30%.

Solution

The client worked with Wilson Learning to implement a custom version of our *Signature Service* program.

Outcomes

Due to a marked improvement in converting irate customers to satisfied customers, the client estimated a reduction in the potential loss of over \$13 million a year in cancelled policies.

Over \$13 million a year estimated reduction in potential loss



Global High-Tech Company

Issue

This client knew that its salespeople needed to call higher, wider, and deeper in order to achieve the sales growth they desired.

Solution

We delivered the *Sales Advantage Series*, which teaches advanced sales strategies and techniques to experienced salespeople. In the workshop, salespeople learned how to communicate credibly with executives and develop solutions that add value to the customer's business.

Outcomes

Three months after the workshop, 75% of participants reported they were calling at an executive level, as compared to 29% prior to attending the session. 62% of participants said they closed one new opportunity as a result of the workshop and 94% identified new opportunities.

62% of participants said they closed one new opportunity



Large Financial Services Firm

Issue

The organization was looking to implement a consistent sales process, and wanted its brokers to differentiate through solution selling.

Solution

Wilson Learning delivered *The Counselor Salesperson* (CSP) to help the client address their business issues. Internal trainers were certified to deliver the program, which has served as a foundation course for over 20 years.

Outcomes

Trained agents were found to be twice as productive as untrained agents, and there was a 6:1 dollar return ratio in favor of CSP training over 12 months.

Trained agents became twice as productive as untrained



Global Fine Art Auction House

Issue

In an industry in which negotiations are critical to business success, the organization's top specialists were challenged by the wide range of negotiation scenarios they faced. It was a top priority for this client to maintain strong customer relationships.

Solution

Wilson Learning delivered *Negotiating to Yes*, a program that helps participants learn how to focus on both the interests of the customer and the organization. Senior management support was incorporated into the design and a robust reinforcement system followed the training.

Outcomes

An increase of 18% in revenue was attributed to the skills learned in this program. 100% of the participants said they were able to negotiate more positive outcomes due to the skills acquired.

18% increase in revenue

