

VIRTUAL CASE STUDY TRAINING

to develop consultative skills

Largest Data Center and Managed Cloud Services Company in Mexico, with \$600M annual revenue

CLIENT'S SITUATION



- ☑ Salespersons specialized in one of their products with limited knowledge on driving entire portfolio during engagement
- ☑ Causing most sales interactions to occur at the customer's operational level and thus commoditizing the value proposition and sales process
- ☑ Client wanted to develop consultative selling skills so their sales force could interact at executive levels, speak in business benefits language and as a result increase pipeline, win rate and average deal size
- ☑ Due to Covid-19 the training had to be delivered virtually

THE SOLUTION



Sales Outcomes developed a simulated case study – very close to the real world -where salespeople, had to interact virtually with the executives of this prospect.

- ☑ Teams to compete for the simulated sale and learn from each other
- ☑ Teams to prepare and engage with different executives to understand their business problem, develop solutions, present and negotiate
- ☑ Creation of an interactive learning platform where participants would perform pre-study work, learn proper techniques and put into practice
- ☑ Receive direct coaching from instructors, after each client interaction
- ☑ Several workshops were delivered over 6 months, for groups of 16 participants each time, for a total of 180 sales professionals

OUTCOMES



Six months after the program ended, the client reported:

- ☑ 31% increase in sales pipeline value
- ☑ 106% increase in average deal size
- ☑ Shortened sales cycle by 56 days
- ☑ 16% improvement in win rate