



## » CASE STUDY

# GLOBAL HIGH TECH DISTRIBUTOR

## Objective

To grow market share in an increasingly competitive marketplace, this leading global provider of technology products and solutions realized they needed to do two things:

- » Strengthen the relationships with their resellers
- » Provide superior customer service in order to simultaneously grow revenue and increase retention rates

To accomplish this ambitious goal, they needed to:

- » Enhance the customer service skills of every employee who regularly interacts with customers (e.g., customer service reps, inside sales reps, and tech support)
- » Equip inside sales reps to develop strategic partnerships with their resellers and identify stated and unstated needs

## Deliverables

- » Inside sales reps were trained to operate effectively in a consultative selling role in order to better understand and meet the needs of their resellers as well as demonstrate the value of their unique solution through Other-Centered® Selling
- » Through Experience™ training, customer service and tech support reps learned to exceed customer expectations, enhance customer intimacy, and appropriately respond to critical customer events
- » To enhance the value of strategic partnerships resellers were invited to participate in an ASLAN-sponsored Reseller Education program, which included selling and customer service skills
- » Advanced-level sales reps participated in a Value-Based Partnership program to strengthen their basic business knowledge and enable them to provide value-added business consulting to their resellers
- » Account executives in a price-competitive market attended a strategic selling course aimed at equipping them with the skills to establish the value for a higher end solution in a commodity-driven marketplace
- » ASLAN implemented a Management Certification program to develop managing and coaching skills while reinforcing the skill-development process



## Results

“Based on the training and coaching ASLAN has provided to date, we are forecasting incremental revenue attributed to training of \$25 million and an ROI of 875%.”

Jeff Rehm, Director of Training

### INSIDE SALES REPS WERE TRAINED TO OPERATE EFFECTIVELY IN A CONSULTATIVE SELLING ROLE

Since 1996, in over 25 countries, ASLAN Training & Development have been helping bridge the gap in sales force execution in many of the world's largest sales organizations. Beyond the typical training event, our solutions and expertise are focused on the four critical areas needed to ensure sustainable change:

- » Tactics – Establishing the methods, message and metrics that are consistent with high performing sales organizations
- » Rep Development – Customized skill development programs for each of the 11 unique sales roles
- » Leadership Development – Providing the tools and programs to ensure sales leaders transition from just measuring performance to truly driving change
- » Road Map to Transformation – Includes leadership certification, rep and manager development resources, & sales dashboard to track and measure the three areas that drive results

Let ASLAN help build your bridge between today's status quo and your sales execution of tomorrow.



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