



Case Study

Drew & Associates Increases Sales Results by 702%

- Would you like to train your sales team without wasting time and money?
- Do you know why over 40% of successful salespeople will suffer from a serious decline in sales within the next year?
- Are you ready to explore how to effectively increase your overall revenues while minimizing cost and time commitment?

Drew & Associates guarantees powerful results in sales by implementing a customized training program tailored to your organization's specific needs.

How Drew & Associates Increased Client Sales Results by 702%!

Drew & Associates was recently hired by an environmental sales company to conduct sales training and coaching for the team.

Our clients' current situation:

- 15% of the sales team were strong performers. However, the company had not established a comprehensive sales structure. Likewise, there was an obvious opportunity to make additional sales, again lacking an effective business structure.
- 85% of the sales team struggled with pricing, meeting quota, and time management
- The Vice President of Sales had limited time to focus on one-on-one coaching, which yielded minimal results
- As a result of poor performance, upper management was looking at letting go one or more of the sales team

Under-performing sales employees are costing you more than you realize...

Here are the hard costs for hiring a new sales representative within the first six months:

- The salesperson's base is \$40,000 (salary and benefit costs for six months cost \$27,000)
- It cost \$5,000 to recruit the person, \$3000 on combined training for staff, classes, materials and ramp up time.
- The VP's time working with the new rep can be estimated at 15% of his annual compensation \$17,000 = \$52,000, and that doesn't begin to account for the lost sales over six months.

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Solution:

Drew & Associates began with an assessment of the company's team, management, and desired goals. Nancy came into to observe the day-to-day activities and operations of the company, such as listening in on sales calls. After evaluating the current business structure, our team was able to identify existing challenges, and brainstorm opportunities for growth.

Solutions Developed by Drew & Associates:

- 2 day sales training providing a step-by-step system aimed at increasing sales through the cycle-set criteria. The training provided tighter management of sales prospects, ensuring nothing fell through the cracks while closing prospects in a shorter time frame. This resulted in increased average sales revenue by a minimum of 32%, and an 86% increase in qualified scheduled appointments with decision makers within a shorter sales cycle.
- Sales training focused on working with actual prospects and current customers with sales opportunities. At the end of the training, each sales rep had a well thought-out plan of attack to close 20 new sales.
- Training days put skills to the test in a fun "Amazing Race" sales contest, the results of which greatly improved morale, and closed sales and new qualified appointments at a rate ten times higher than past sales contests.
- One-on-one coaching followed training for high retention of skills. Results included sales increases of over 7.5 times historic sales results and increased prospect sales funnel of over 500%.

Our client now had a system, created an environment for teamwork and friendly competition, and learned how to best use their skill base. The system got them launched and the coaching built the long-term skills training/retention.

Contact us to customize your sales training!
1.877.592.3739

"I now have focus and passion about selling - the increase in my average sale went from \$115 up to \$445!! I'm closing tons of sales! The increase in my monthly sales is 7.5 times higher than I've ever done before, and I've set a new record for the highest sales results!"

- Dana -

"This was the best thing that could have happened to my sales career. The new structured system doubled my average sale and increased my overall sales by over 40% in 3 weeks!"

- Gordon -

"I found out how to streamline my sales cycle. It got great results and saved a lot of time! The best tool of all was helping me understand how to fill my sales pipeline with qualified buyers - which increased 500% in one month!"

- Mark -

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