



# Case Study 2

**CLIENT:** **PROFESSIONAL SERVICES PROVIDER**

**CHALLENGE:** Get sales people to qualify, probe, and call on higher level decision makers to close more sales.

**PBR SOLUTION:** Implemented a 1-day sales training process coupled with 30, 60 and 90-day conference calls and 1-day client results follow-up 120 days afterwards.

**CLIENT RESULTS:** Client documented over \$2.5 million in sales as a direct result of the sales training process.

Sales people called on 23% more VP and higher level contacts.

Average sales cycle was reduced by 17%.

Closure rates on quotes went from 20% to 29%.

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