



# Case Study 3

**CLIENT:** **HIGH TECH MANUFACTURER**

**CHALLENGE:** Many of the sales people were highly technical with engineering backgrounds. The problem was calling on contacts with similar backgrounds, because these were the individuals who they felt most comfortable with. Their sales calls would last for hours but little would be accomplished. Plus they were dealing with too many price objections.

**PBR SOLUTION:** PBR put together a sales training program focused on value added selling and how to manage the decision making process. Salespeople developed the skill set to engage non-technical decision makers, especially with directors, VPs, Presidents and CEOs on client results-based ROI discussions. Also addressed were more effective probing and negotiating strategies to negate price issues.

**CLIENT RESULTS:** Six months after the training program implementation, there 30% closure rate on proposals verses 14% closure prior to the training.

Profit margins increased and over \$848,000 in sales revenue was directly attributed to the sales training program.

89% of participants credited the PBR sales training program having a direct impact on their sales results.

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