



Case Study 4

CLIENT: **NON PROFIT SERVICE ORGANIZATION**

CHALLENGE: Client was trying to gain access to Fortune 500 companies but its sales team lacked the skills to gain access and sell its resources. The organization was 12% below its revenue goals while its #1 competition was gaining market share.

PBR SOLUTION: PBR did an assessment of the sales organization. They were highly intelligent individuals but lacked strategic planning, prospecting, and major account management skills. We put together a 2-day sales training program coupled with a sales leadership development process and a support system to provide valuable client results coaching along the way.

CLIENT RESULTS: 12 months later the client documented \$2.4 million of revenue as a direct result of the sales development process.

Client surpassed its revenue objectives by more than 13%.

During that same year, the client secured 4 contracts with new clients.

These new clients led to over \$7,000,000 of revenue the next three years.

82% of the participants credit PBR training as having a direct impact on their sales success.

Performance Based Results • 302-478-4443 • AskPBR@PBResults.com