



Case Study 5

CLIENT: **PRINTING SERVICES**

CHALLENGE: Client was selling printing solutions in a very price sensitive market as many more clients were turning to the internet for competitive quotes.

PBR SOLUTION: PBR put together a client results oriented partnering solution — where the training emphasis was selling value. Skills addressed were probing, qualifying, prospecting, and negotiating sales strategies.

CLIENT RESULTS: Closure rates increased by 15% to 40% over two years.

The average customer order increased by more than 78%.

More than \$1.7 million of sales revenue was directly attributed to the sales training process.

95% of participants credit PBR sales training as having a direct impact on their sales success.

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