

## Growing Sales Volume

### Profitable Growth at a Fortune 500 Corporation

#### Business Goals:

- Increase revenue and volume of product
- Improve profitability via higher margin per unit
- Strengthen customer relationships in the process

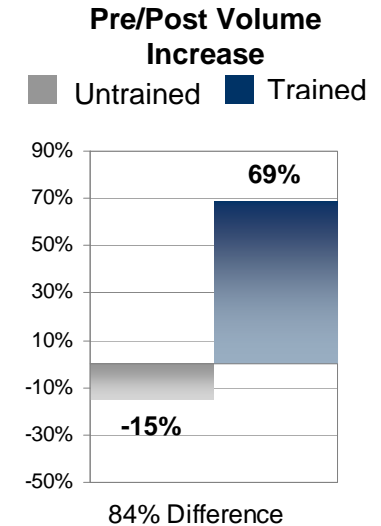
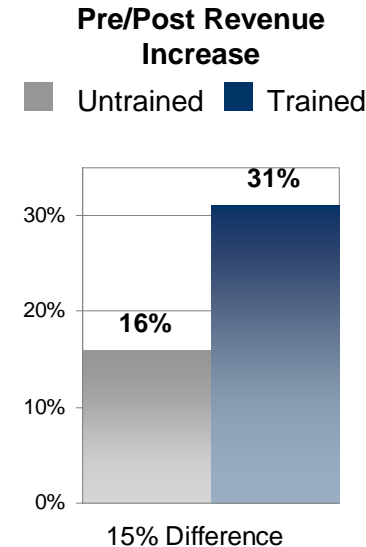
#### Performance Challenges:

- New, aggressive low-cost competition — need to differentiate beyond providing the lowest price
- Savvy, cost-conscious buyers — need to defend List Pricing and clearly demonstrate the value of product/service solutions
- Limited influence in purchase decisions — need to build more executive-level relationships and influence the early stages of the customer's buying cycle

#### Training, Reinforcement, and Measurement:

- Senior executives attended ½ day program overviews
- Reps participated in a two-day negotiation skills program
- Reinforcement included multi-week job aides and a coaching program
- Measurement included Behaviour Impact™ surveys (Level 3) and Result Impact™ results analysis (Level 4)

Statistical Significance: "Very High" for the relationship between skill usage and business results, where Student's T-test = 4.3654, confidence interval of  $p < 0.001$  @ 50 d.f. (one-tailed test, type 1 error).



**Pre/Post Margin per Unit**

- Untrained
- Trained

