

PROBLEM:

Team resistance to selling a new service.

SOLUTION:

Training focused not only on skills, but also buy-in and confidence.

RESULTS:

The national sales team exceeded their goal by 13 percent and saw a 139 percent increase year over year.

CASE STUDY: Improving Sales With a Skeptical Audience

BACKGROUND

A Fortune 500 company approached Endurance Learning to develop a half-day training program to encourage sales representatives, many of whom had sold a consumable product for decades, to embrace and sell a new service.

Problem:

Sales representatives were skeptical of offering this new service. Traditionally, they had focused on selling a product that everyone needed. Now, they were asked to sell a service that went well beyond their core business and would require the sales force to engage in a consultative selling process. For some sales representatives, talking about this new service went beyond their knowledge base, experience, and—thus—their comfort zone. Other sales representatives were resistant to adding new services which could dilute their focus, disrupt the status quo relationship they had with their customers, and perhaps even upset some customers and therefore lose sales.

SOLUTION

After several conversations about this new service, the sales representatives' abilities, and the emerging resistance to this new service, it became clear that this training program would be both about skill development and increasing buy-in and confidence in this new service.

Although sales representatives already had the skills necessary to sell products and services, they lacked confidence in two areas:

- This new service
- Their ability to talk in an informed manner about this new service

Endurance Learning worked with the client to create an engaging half-day session that would challenge the salespeople to see the opportunity through the eyes of their customers.

RESULT

Before the training, salespeople expressed hesitation and questioned the new direction. After the training, the salespeople's attitudes changed and, more importantly, the company saw results. The national sales team **exceeded their goal by 13 percent** and saw a **139 percent increase** year over year.