

# Performance Technologies

## Get them past buying “price” to buying “value”.

A tenured sales force employing sales methods it had used for the past 20 years was losing existing customers and failing to win new business. In addition, customers were buying on price only, not considering the value-added capabilities the company provides. It was time to get the sales team up to speed with customer perceptions and to align the overall sales approach.



### CHALLENGE

Sales force is comfortable with its habitual message and approach to selling, but the marketplace has changed and the process has become ineffective.

### IMPLICATIONS

- Ever-increasing customer attrition
- Decrease or flattening of revenues and profits
- Price becomes primary concern for customers

### SOLUTION

- Defined the gap between current and desired sales force performance
- Implemented consultative sales process complete with skills and behaviors that execute the sales strategy
- Measured results to drive accountability
- Provided installation to reinforce and support desired performance

### RESULTS

- Established market differentiation
- Achieved revenue and profit growth
- Improved the retention of high performers



Performance Technologies

*Making businesses better*