

# CLIENT TESTIMONIAL



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# EVIDENCE OF IMPACT



# THE STATS

## #1 - SEPTEMBER 2019

- Branch held a close day, and each account executive was to bring in their 3 must close opportunities for the month of September (End of FY).
- We had 3 sales executives, so we had 9 total opportunities for the Branch. (Note: Personally my goal of this exercise was to ensure we closed 1 of the 3 identified sales from each sales executive or 3 total deals.)
- The goal of the close day session was to spend 30 minutes on each opportunity in a deal coaching session in order to get to the truth faster. We knew that by getting to the truth quickly our productivity would improve, and we would have an increased chance of closing the deal by the end of September
- The results were above and beyond my expectations
  - **We closed 6 deals, which was double my personal expectation, for a total OI of approximately \$900k.**
  - By the end of the 1st day our team was able to eliminate 3 opportunities just by getting to the truth faster, and they replaced them with 3 new opportunities.
  - Of the 3 new opportunities we closed 2 of them. We would have never even pursued them if we had not gotten to the truth faster on the 3 that were eliminated.
  - **The results of this close day exercise changed the entire dynamic of our sales team, as they realized the importance of getting to the truth quickly.**

## #2 – INDIVIDUAL CLOSE DISCUSSION

- One of our sales reps came to me and asked if he could hold individual close day sessions with me for the last quarter of the year. He had 8 to 10 opportunities he identified as must wins and wanted to have deal coaching sessions for each.
- I was excited that our sales rep was pushing for these sessions and thinking about closing! Showed a true change in our sales culture and utilizing an agile thinking approach.
- The first thing I asked him to do was get to the truth on each opportunity within a week and let me know the 3 opportunities that had the best chance to close in Q4.
- He identified the top 3, and we then put together a series of deal coaching sessions for these jobs. This provided added focus on these projects and clear and defined action items to close the deals.
- Results:
  - **Sales rep closed all 3 deals, resulting in approximately \$500k in orders.**
  - The focus allowed him to move quickly, close quickly, and he was then able to move on to the next opportunities on his list. This really allowed him to drive the opportunities in his funnel to fruition. The funnel became alive and real.
  - **One thing I found out later was the sales rep was also having informal deal coaching sessions with his colleagues...great to see this was becoming engrained in our sales culture.**

Hope this helps. Let me know if you need any additional information.

Thanks,

**TRAVIS**

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# THE STORIES

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- He identified the top 3, and we then put together a series of deal coaching sessions for these jobs. This provided added focus on these projects and clear and defined action items to close the deals.
- Results:
  - Sales rep closed all 3 deals, resulting in approximately \$500k in orders.
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**TRAVIS - GENERAL MANAGER**

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