

# SALES LEADER PROGRAM CASE STUDY

Improve focus, discipline and sales performance



## PROGRAM OBJECTIVES

- Increase dollar-based win rate in first six months
- Embed consistent sales discipline across sales leaders and teams
- Increase leadership's focus on and prioritisation of sales and growth



*"Since implementing this program we have seen increased focus on the sales process, improved sales resilience, greater skills in planning, negotiation and, of course, sales conversion. The 1:1 and group coaching are helping us develop better salespeople and a stronger sales culture."*

REGIONAL GENERAL MANAGER

## UNIVERSAL SALES PROBLEM

According to '60 Key Sales Statistics That'll Help You Sell Smarter in 2021' by Aja Frost:

- more than 40% of salespeople say that sales prospecting is the most challenging part of the sales process, followed by closing (36%) and qualifying (22%)
- 80% of sales require five follow-up calls yet 44% of salespeople give up after one follow-up call
- only 24.3% of salespeople exceeded their quota last year (2021).

## SPECIFIC BUSINESS PROBLEMS TO SOLVE

- How to increase overall win rate?
- How to increase win rate of high-value bids?
- How to shorten sales cycle?

## CLIENT INDUSTRY

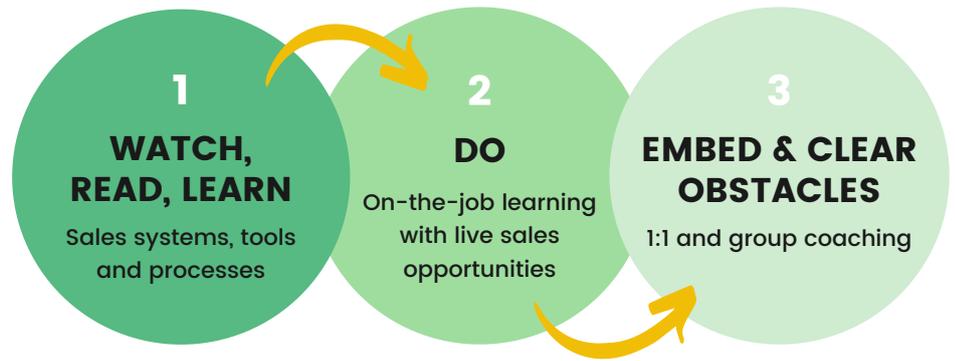
- Property management / Property solutions
- High-value B2B sales

## BUSINESS ISSUES

- To significantly increase win rate on open jobs based on dollar value
- Successful at winning small to mid-size bids, but unsuccessful at winning high-value bids
- Sales responsibility spread through managers as a part-time focus
- Business development and sales effort not seen as a high priority



## THE PEEPLCOACH PROCESS



## MODULE TOPICS

1. The psychology of sales
2. Strategy versus tactics
3. Prospects versus qualified leads versus time-wasters
4. Leveraging the discipline of sales
5. Negotiation and influencing
6. Creating urgency and closing the deal

## WHAT WE DO



## BUSINESS RESULTS

### Financial results

- Win rate lifted by 33% in first 3 months
- 2,000 x return on program investment in four months
- Multiple million dollar contracts signed within first three months

### Cultural and behavioral results

- Increased sales confidence and accountability in leaders
- Increased communication and collaboration between sales team and leaders
- Increased, improved and open discussions regarding customer avatar, prioritising and time management, identifying prospects and qualified leads



*"The strength of the PeepLcoach team and their experience in delivering cannot be faulted. They moved quickly to really understand our requirements and grasp nuances, and to date have run a robust program, including individual and group coaching, online learning and opportunities for 1:1 check-in calls."*

NATIONAL SALES OPERATIONS MANAGER



*"I have been clear that structured sales processes and discipline are something I feel I need to develop. This has already started to be addressed in Module 1. I have also had two valuable 15-minute sessions with James to navigate some live opportunities."*

PARTICIPANT



Visit our [website](#) or contact us directly at [service@peepLcoach.com](mailto:service@peepLcoach.com) to find out more about how PeepLcoach can help you close more deals, faster!