

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

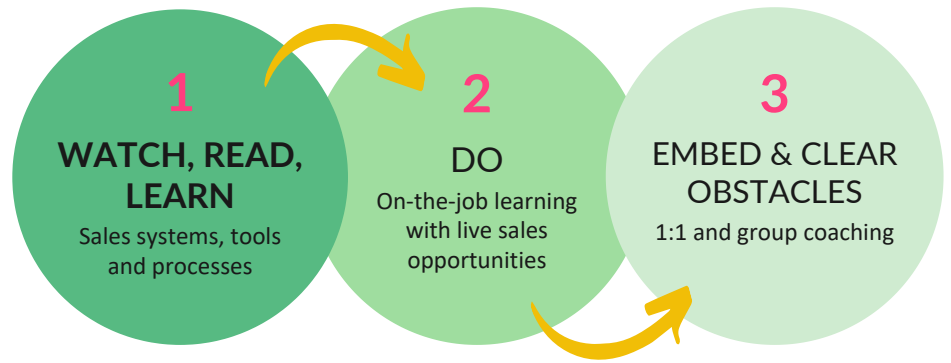
- Property management / Property solutions
- High-value B2B sales

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



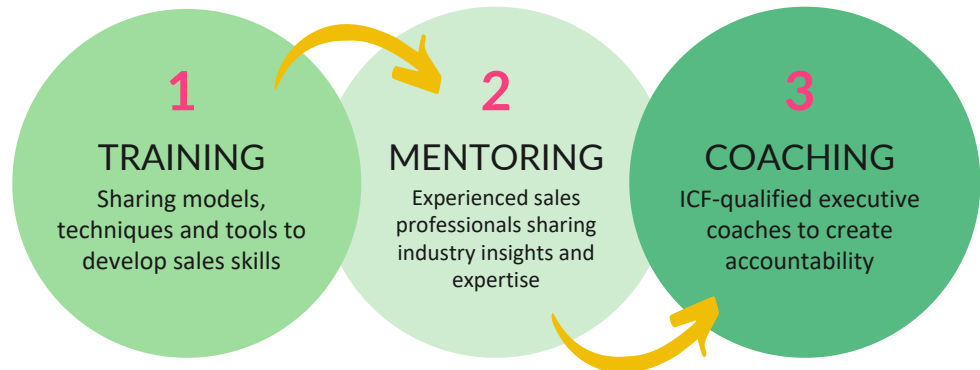
The PeepCoach Process



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 PeepCoach 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@peepcoach.com to find out more about how PeepCoach can help you close more deals, faster!