



FROM MISSED OPPORTUNITIES TO MILLION-DOLLAR DEALS: A SALES IMPACT CASE STUDY

[GET IN TOUCH!](#)

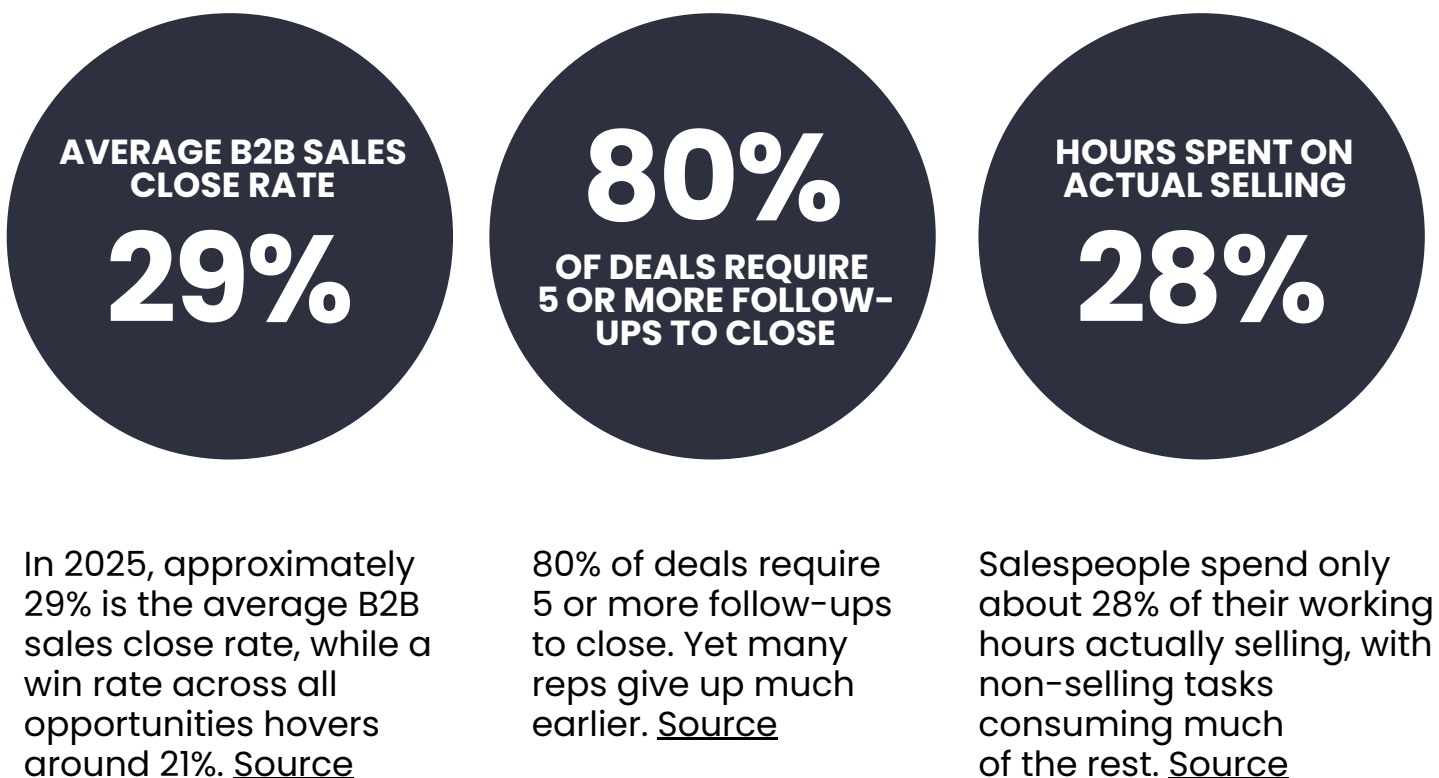
EXECUTIVE SUMMARY

In a sector where high-value B2B sales cycles are complex and increasingly competitive, our client needed a partner to help lift win rates and embed a culture of disciplined, accountable sales leadership. Peepcoach designed and delivered a structured program that produced measurable financial and cultural results – within just months of launch.

THE INDUSTRY CHALLENGE

The client operates in the property management, property solutions sector with high-value B2B sales value and long sales cycles. After being acquired, this organisation now functions under a larger global brand. The industry is characterised by long lead times, multiple decision-makers, and the need for trusted relationships. Trends in 2024 in this, and many, sectors include greater buyer preference for digital engagement, higher expectations around data analytics, and increased scrutiny of cost vs value.

What's happening in the Industry?



BUSINESS PAIN POINTS

Despite being successful in securing smaller bids, the client consistently lost out on large, high-value contracts. Underlying issues included:

Lack of focus on sales as a core growth priority

Sales responsibility was spread thin across managers.

Inconsistent sales discipline and planning.

Missed opportunities due to lack of prioritisation and accountability.

PROGRAM OBJECTIVES

PEEPLCOACH partnered with the client to design a Sales Coaching Program with three clear goals:

Increase win rate
on high-value opportunities
within six months

Embed consistent sales discipline
across sales leaders and teams

Increase leadership focus
on sales and growth as strategic priorities.

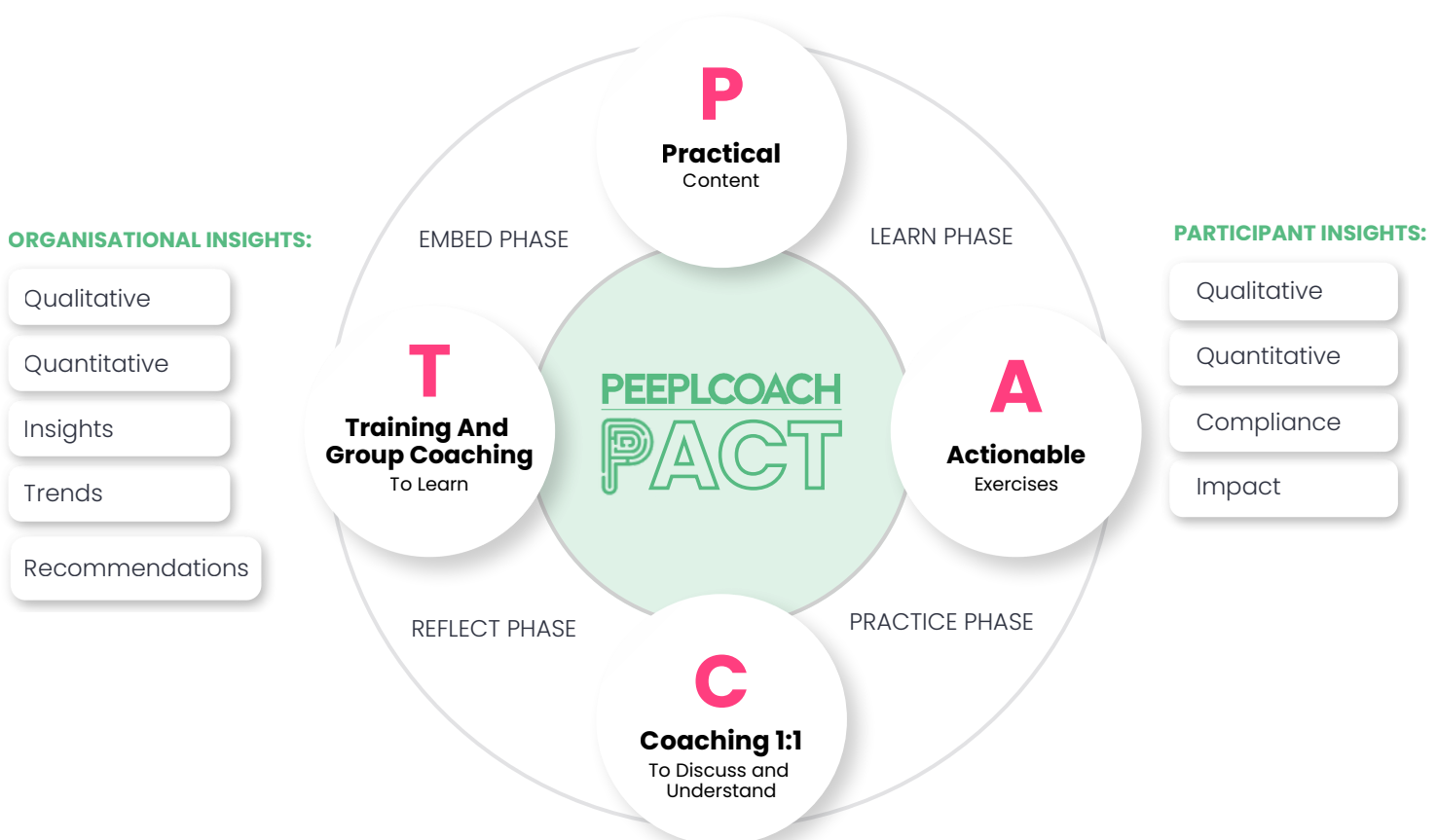
“Since implementing this program, we have seen increased focus on the sales process, improved sales resilience, greater skills in planning, negotiation and, of course, sales conversion.”

– Regional General Manager

THE PEEPLCOACH PROCESS

Our approach was both practical and rigorous, guided by the PEEPLCOACH PACT framework:

- 1 Practical Content** — We provided participants with tools, systems, and models that built a strong foundation of knowledge.
- 2 Actionable Exercises** – We designed on-the-job learning activities that enabled participants to immediately apply what they had learned.
- 3 Coaching 1:1** – We delivered personalised coaching sessions to help individuals reflect, discuss challenges, and strengthen accountability.
- 4 Training & Group Coaching** – We facilitated group-based coaching sessions where participants shared experiences, embedded their learning, and built collective momentum.



“Structured sales processes and discipline are something I feel I need to develop. This has already started to be addressed in Module 1, and I’ve had valuable coaching sessions to navigate live opportunities.”

– Program Participant

BUSINESS RESULTS

The impact was both **financial and cultural** and rapid:

Financial results

Win rate
increased by
33% in just
three
months.

2,000% +
return on
program
investment
within four
months.

Multiple
million-dollar
contracts
closed.

Cultural & Behavioural Results

- Greater sales confidence and accountability at the leadership level.
- Improved communication and collaboration across teams.
- More structured discussions around customer profiling, prospecting, and time management.

“The strength of the Peepcoach team and their experience in delivering cannot be faulted. They moved quickly to understand our requirements and nuances, and to date have run a robust program.”

– National Sales Operations Manager

LOOKING AHEAD

Building on this success, Peepcoach has evolved its methodology into the Sales Impact Program — designed to sharpen discipline, accelerate results, and align sales practices with today’s buyer expectations.

Check out our Sales Impact Program here.



LET'S DESIGN A SALES AND LEADERSHIP SOLUTION YOUR PEOPLE DESERVE.

Discover how Peepcoach can help your salesforce sharpen focus, boost win rates, and accelerate impact.



Visit us online at peepcoach.com, Call 1800 PEEPLC
or email us at hello@peepcoach.com

