



Case Study

Sales and Individual Coaching

The challenge: Grow revenue and gain new accounts. A sales representative for a large corporation was assigned the responsibility to sell newly developed services in an untested territory. She was not receiving management support or training to help her succeed. Frustrated by the situation, she sought help to gain the sales skills and knowledge that could improve her chance for success. She contacted Excellerated Performance and invested in a personalized sales coaching program.

The solution: Michael Caceci developed a customized individual sales coaching program that focused on the skills, knowledge, attitudes and habits required to generate new business sales. Michael helped this client to create her own sales goals; and coached her through a disciplined sales process supplemented by materials that reinforced the ideas and techniques from the coaching sessions.

The result: Success in gaining appointments, a better understanding of customer needs and new business for the sales rep.

What the client says: "With your guidance, I was able to anticipate difficult questions and now have the tools to effectively communicate with customers...I highly recommend your program to any individuals or companies that need to achieve their professional and personal objectives!"