

Janek Case Study

/// **The Client:** *Hardware Computer Manufacturer*

The Challenge

Due to a recent merger the hardware computer manufacturer was faced with a few new challenges. The first was to resolve the internal communication challenges that came from each company having their own methodologies and approaches to sales opportunities. In addition, due to the merger, sales people had even more products to offer their clients which led to sales presentations that described the many features and benefits of the products rather than discovering the needs of the client and offering a solution to those needs.

Janek Solution

Janek worked with this hardware computer manufacturer to create a common approach that helped their sales professionals analyze accounts and develop more effective sales strategies. Secondly, we provided a sales methodology that was now focused around the client and their unique needs rather than focusing on the features and benefits of the product.

The Result

After getting the entire organization to work together using a common sales methodology, the hardware computer manufacturer realized an additional \$365 in revenue for every dollar spent on training.

91% of participants indicated that the Critical Selling workshop has had a Very Positive impact on their sales results and over 97% of the participants say they use these new skills every day.



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