

Janek Case Study

/// **The Client:** *Insurance & Financial Services*

The Challenge

The insurance and financial services company sold to several audiences in an extremely competitive marketplace. The company was in search of a better way to handle negotiations and maintain its price points. Being that they were far from the low price leader they were continually losing business to the “cheaper” solution.

Janek Solution

Through our pre-training consultation Janek discovered that, in most cases, the insurance and financial services company was entering into price negotiations too early. By doing this the sales people had no way of creating additional value when it came time to negotiate price. The client’s decisions were being made solely on price rather than the additional values their product offered over their competition.

Based upon our findings we created a two-day Critical Selling workshop with a major emphasis on price negotiations. The workshop taught participants the skills necessary to successfully preserve price points, the right time to enter into price negotiations and how to successfully wrap in the added values that separated them from their competition.

The Result

After the Critical Selling course was implemented, the conversion percentage of each contract offered went from 21% to 45%. This was an increase in sales of over 114%, and has lead to an additional 4.7 Million dollars in revenue so far this year.

81% of participants indicated that the Critical Selling workshop has had a “Very Positive” impact on their sales results and over 89% of the participants say they use these new skills every day.



Headquarters

8690 S Maryland Parkway, Suite 250
Las Vegas, Nevada 89123
Phone (800) 979-0079
Fax (800) 979-0074
www.janek.com

Employees

65 Nationwide

End-to-End Services

Sales Training
Sales Consulting
Talent Management

Industry Expertise

Business & Professional Services
Consumer Goods & Retail
Energy & Utilities
Financial & Insurance Services
Healthcare & Medical
Hospitality & Travel
Media & Publications
Pharmaceutical
Real Estate & Construction
Technology & Telecommunications