

Global Packaging Company Closes Two Record-Setting Opportunities

Overview

This client organization is a large privately-owned packaging manufacturer and distributor that is consistently recognized as an industry innovator and provider of the finest packaging, including corrugated, pulp, foam and plastic customized packaging materials. The company's products span a number of industries across the U.S., with imminent plans to expand into Europe.

Specific Client Performance Challenges (GAPS)

The company's challenges included:

- Establishing a foundational sales process
- Increasing sales consistency
- Increasing the number of lines sold to customers
- Establishing the ability to introduce new products
- Improving customer service and sales collaboration

Carew Solution

Dimensions of Professional Selling® (DPS) was implemented as the foundational sales and service process. Prior to the training, Carew closely collaborated with the company's president and senior leadership, established several goals for the training and also helped them set important pre-training expectations.

Client goals which were addressed included providing the company's sales professionals with a systematic means to exhaust every opportunity; helping sales reps consistently overcome objections while finding win-win solutions; setting plans to win and grow targeted large customers; and finding ways to stay engaged with prospects who were not near-term sales candidates. In the client's words, "we found that the Carew training was so deep and diverse that it helped us in every single area where we needed help, and more."

Client Leadership Support

The company president actively participated in the DPS training and continues to serve as an internal thought leader when it comes to the question, 'how do we better engage with prospects and customers?' He is a big believer in Carew's visual models and has framed and posted these throughout the company's offices. The VP of Sales has a

TAKE THE LEAD

"We asked several of our key suppliers who they use for sales training and many of them mentioned the same company – Carew.

Carew's DPS sales training really got us all on the same page. They trained our sales managers, reps and customer service teams and we all came away with really valuable knowledge and tools.

We are close to closing a couple of our largest opportunities – thanks in large part to Carew."

-Company President

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very hands-on role in regularly reviewing the DPS content with his employees, both in scheduled and ad-hoc manners. This client is so pleased with the impact of Carew's training that they intend to have Carew train key customers and suppliers, too.

Reinforcement

Reinforcement is delivered to sales professionals, customer service staff and senior management on a regular basis. Topics and agendas are developed collaboratively by the client organization and Carew, and client leadership is directly involved in delivering the content along with Carew. Sales management at this client organization is also heavily involved in "ride-alongs" in the field, working closely with their sales professionals and providing real-time reinforcement in a way that drives the business forward even more quickly. The company also administers "pop quizzes" on their bi-weekly sales calls as a means to keep the DPS models, methodologies and processes in the forefront of everyone's minds and habits.

Results

Following the training, the company immediately embarked upon one of its largest opportunities and found their way to significant success - using DPS. They also re-engaged with former prospects and found with several of them that getting to business gap conversations provided a path to new opportunities not previously uncovered. Because of their new approach to engaging and uncovering needs, the client company is bringing insights and ideas to customers and is being relied upon for broader opportunities to serve their customers.

Immediately following DPS training, the client organization identified three national accounts that they wanted to re-invigorate with their new training. They won two of the opportunities (record-setting size) and are very close to closing the third one. Expected incremental revenue from the two closed companies is \$1.8 million/year.