Sales Playbook + REAL WORLD Training
A BUSINESS CASE STUDY

CUSTOMER DESCRIPTION AND PROJECT OBJECTIVE

A $250MM+ entrepreneurial-minded publicly held company, based in the Twin Cities. They employ thousands of people nationwide to serve small to enterprise-level customers, in multiple vertical markets.

The company recognized that sales leaders and sales representatives were under-performing, that newly hired sales executive were not readily achieving established sales objectives. To grow the company, they wanted to hire good salespeople and help them improve their "selling behaviors." They did not want "off the shelf" lecture-oriented sales training. They wanted a customized sales process that supported how they did business, and they wanted training that simulated their real world sales efforts with their products, services and company processes.

PROJECT PROCESS AND SCOPE OF WORK

GAPWORX conducted qualitative interviews with the CEO, Director of HR, VP of Sales, and a cross section of sales leaders and sales representatives. Through this exercise we clarified company culture and values, and then outlined the gaps in sales capabilities, knowledge and behaviors that needed to be addressed. Using our Sales Playbook template, we designed a highly-customized sales process incorporating their company-specific values, products, services and real life customer stories. As the client desired to make future improvements to their operational and customer serving practices, we helped them to understand customer experiences, from selling to serving.

Their new **Sales Playbook**[1] — which detailed Hiring, Onboarding, Sales Engagement, and Management Processes — was applauded from the C-Suite to sales representatives nationwide. The Playbook incorporated the **Sales Equation** — a GAPWORX model that boosts sales competencies as a **Sales Toolbox,** by emphasizing selling metrics, increasing company knowledge, using technology, and improving everyone's **Sales Persona.**

As a part of the Sales Playbook, we designed the framework for a **Player Coach** sales management model. This separate track for sales leaders improves leadership, mentoring and coaching skills. As we design collaborative projects within an iterative **Train-the-Trainer** model, we invited them to review, modify and expand the Playbook with additional content.

PROJECT OUTCOMES

Three months after delivering their new Sales Playbook we began to train the sales force, first conducting a Beta session to on-site and video conferenced sales representatives. After the initial training, we facilitated a 3-day **REAL WORLD Training** session, followed four and five months later by a 2-day follow-up session and a 1-day session with newly hired sales executives. Training sessions are designed to reflect realistic client-specific sales scenarios using facilitated role playing. Sales leaders are included in each train session to help evaluate overall sales competencies and to strengthen their own mentoring, coaching roles and responsibilities.

The Playbook and REAL WORLD Training is now well-embraced by this customer, and early results show improvement in sales metrics and alignment with the sales team members. They continue to update, expand and use the Sales Playbook. We have received numerous testimonials. Here are two that are representative.

> *"The Playbook gave me a fresh approach and helped remind me of things I was missing in my approach and follow through of a sale."*
>
> *"There was nothing that I did not like about this training. Sales training like this will help us grow and be very successful in the years to come!"*

For Additional Information, Please Contact:

Mark E. Spiers, mark@gapWORX.com
Jon Halleen, jon@gapWORX.com
www.gapWORX.com or 952-479-0701

---

1   The **Sales Playbook** and the **REAL WORLD Training** curriculum are applicable for traditional B2B selling environments.

Also available, we provide a professional services-oriented **Customer Development Playbook** and **REAL WORLD Training** curriculum specifically tailored for creating and keeping customer relationships in architectural, engineering, legal, accounting, and financial service environments.