

Advanced Sales Leadership

CHALLENGE

Faced with decreasing revenues, shrinking market share and a market shift away from refinancing, Title Company A’s small sales team of three was rarely bringing in more than 15 resale orders a month.

Their challenge was to increase revenues from the residential and commercial resale segments by utilizing their existing sales team more effectively.

A new president realized he needed to find an outside expert to build his sales teams’ skills and confidence levels.

RIGHTNOW APPROACH

The engagement consisted of **RightNow’s** unique mix of training, coaching and measurement. On-site trainings provided relevant, real-life action steps that the sales team was able to use immediately to improve their results. The classroom style sessions involved role playing and other interactive exercises making the sessions a place to practice newly learned skills.

In addition to the sales trainings, each sales representative **and** the sales manager received individual in-depth coaching once a month. This was an opportunity to review progress, discuss challenges, set future goals and plan action steps to attain them.

The group also implemented RightNow’s Firepower™ system, an online software tool for measuring sales performance against set goals.

MEASURABLE RESULTS

Within three months, the team began to see significant results from using RightNow’s techniques. The sales team moved from being hesitant to a group confident in their abilities. Soon thereafter, the team was able to focus on winning business from top producing agents.

Within six months, the sales team had **increased their monthly orders by 170%** and, by the end of twelve months **resale revenues had increased by 298%**.

For more information, please contact:

RightNow Consulting

p 925.977.3400

www.rightnowconsulting.com



R

RESULTS

Implement the practices that increase sales, capture market share, and ensure continuous growth