

Sales Leadership

CHALLENGE

Title Company B had consistently maintained a strong leadership position in the resale market throughout the metropolitan area, placing either #1 or #2 in market share reports. The sales team was made up of seasoned reps that understood the importance of interviewing the client and value-based selling.

Then, in the second half of 2004, **the local real estate market crashed.**

The challenge was to maintain their leadership position with a leaner operation and build a more sophisticated sales team that would be successful during the down market.

RIGHTNOW APPROACH

After attending our training, the management team became convinced that the **RightNow** sales methodologies would take their sales team to the next level. The team was already implementing some of the techniques, but wanted to take their success even further.

The team quickly adopted RightNow's techniques for targeting top producing real estate agents. This fine-tuned the existing process and armed them with a more sophisticated method for interviewing top agents, a market avoided in the past.

The early adoption of RightNow's Firepower™ (a system that measures sales performance against set goals) allowed management to introduce accountability into the operation.

The coaching component of RightNow's customized learning systems had a major impact on the team. The dedicated coaching time with RightNow allowed the sales manager to take a more proactive approach with her team. Now she is able to strategize and plan with her reps about how they will increase their business.

MEASURABLE RESULTS

- The organization not only **continues to maintain the top position** in market share, but also increased their revenues during a down market.
- Proactive approach adopted by sales manager with her sales team vs. reactive in past
- **Increased revenues by 120%** over previous year of engagement ~ effectively tracked by Firepower.
- Average fee per file **increased 18%**, from \$1,200 to \$1,450

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