

# ***Fearless Selling***

The logo for Fearless Selling features the company name in a bold, italicized, black sans-serif font. To the right of the text is a large, stylized red swoosh that curves from the top right towards the bottom left, partially overlapping the text.

## **Case Study**

### **Situation**

We were brought in to work with a winery that had hired a large group of seasonal sales staff. This group had little or no sales experience. As a result, they did not know how to determine a customer's wine preferences, suggest add-on items, or ask for the sale. The company was not capitalizing on its sales opportunities and this was costing them money in the form of lost revenues.

### **Intervention**

We designed a program that covered key selling skills and taught the team of seasonal employees how to become comfortable asking questions, making suggestions, and asking for the sale. We also developed and facilitated a coaching program for the management team so they could continue

### **Result**

The front-line staff became more assertive in making suggestions and in the first season, overall sales increased by almost 20 percent. Plus, sales of their premium line of products rose by 29.8 percent.

If you are serious about improving your results, contact us at 905-633-7750 or [Kelley@Fearless-Selling.ca](mailto:Kelley@Fearless-Selling.ca)