

The logo for Fearless Selling features the words "Fearless Selling" in a bold, black, sans-serif font. The text is positioned to the left of a large, stylized red swoosh that curves from the top right towards the bottom right, partially overlapping the end of the word "Selling".

# ***Fearless Selling***

## **Case Study**

### **Situation**

A health supplement manufacturer was experiencing challenges with their sales team. Their team of sales reps was inconsistent in their approach to selling to their key accounts and many reps encountered difficulties selling to specific customers. This was causing them to miss out on valuable sales opportunities.

### **Intervention**

We worked with the management team to create a consistent set of sales guidelines for the reps to follow. We coached the sales team how to recognize specific behavioral styles of their customers and adapt their approach with each style. We also helped them learn how to increase the size and scope of each sale.

### **Result**

The reps gained more confidence in dealing with their more aggressive customers and improved their sales performance by increasing the size and scope of each sales opportunity.

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