

Fearless Selling

A graphic element consisting of a red swoosh that curves from the top right towards the bottom left, partially overlapping the text 'Fearless Selling'.

Case Study

Situation

A large consumer electronics company was facing increasing pressure to offer significant discounts to its customers. The sales staff was unsure of the best way to deal with these demands and they often caved into the pressure. This behaviour cut into the company's already slim profit margins and affected their overall sales and profitability.

Intervention

We worked with the sales team and helped them develop better negotiating skills. We taught them how to respond to specific demands, how to maintain control of the sales process and how to clearly explain their value proposition to their customers.

Result

The sales staff became more confident when they responded to requests for discounts. Concessions were made more slowly, and as a result, they did not give the hefty discounts they had in the past. This contributed more profit dollars to the company's bottom line.

If you are serious about improving your results, contact us at 905-633-7750 or Kelley@Fearless-Selling.ca