

# Pitch perfect and fully in sync



Each person's success lifted the group. Customers experienced greater consistency and reliability, ensuring alliance with the company.

Everything was moving in the right direction until a passionate and successful sales team comprised of technicians hit a brick wall. As sales plateaued, motivation and initiative flagged, team members felt magic slipping away.

An international Fortune 500 cloud data services and management company approached us because they had reached a plateau in growth. Critical to the brand's success was transforming the technicians from order-takers to solution-focused consultants.

The company needed its sales team to collaborate in creating solutions rather than simply selling products. They reached out to TAI with this question. How do we help our salespeople develop relationships with our clients that go beyond the transaction of each individual sale?



New skills empowered technicians to set a course and reach a strategic destination fueled not by data points and product features but by connecting to the hearts and minds of their customers.

TAI designed a solution to move individuals from the relative anonymity of order-taking and product sales to the heightened interpersonal relationships involved in creating and selling solutions.

The sales team learned to:

Communicate with a physical presence and confidence grounded in their individual strengths and values.

Articulate easily and concisely the advantages and results of moving forward.

Investigate what is vital to clients by watching their reactions and responding appropriately.

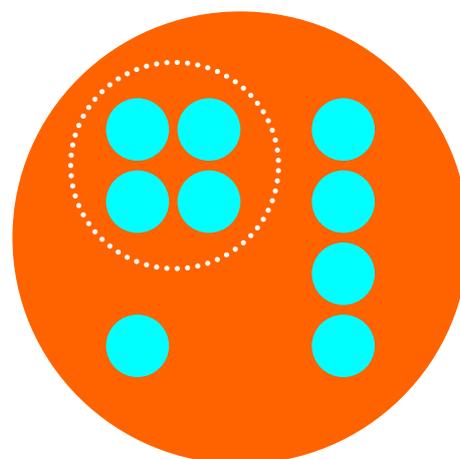
Describe the buyer's key business issue and connect that issue to their solution in a meaningful way.

Identify and eliminate the obstacles that prevent buyers from moving forward.

Build collaborative relationships that foster trust and continuity with their clients and each other.

These new skills empowered the technicians empowered the technicians to set a course and reach a strategic destination fueled not by data points and product features but by connecting to the hearts and minds of their customers. Their objective was to understand what customers were buying and why.

With practice, the sales team grew in influence, delivering succinct and specific messages that evoked curiosity and excitement. They placed their attention on reading and recognizing what was important to the customer rather than the features of what they were trying to sell. The trusting



relationships that developed soon uncovered previously unseen business issues and led to more innovative and impactful solutions.

As the team became more aligned in their purpose, collaboration rather than competition defined their culture. As they understood that each person's success lifted the group, their customers experienced greater consistency and reliability, ensuring alliance with the company.

Over the next six months, the results spoke for themselves when we surveyed participants.

**83% reported Improved Business Development**

**67% reported more Negotiation Agility**

**67% reported more Positive Client Feedback**

**83% reported a Keener Sense of Executive Presence, Confidence**

**100% reported more Positive Feedback from Peers, Team Members & Senior Leaders**