

# Accelerating client business results...

## Case study



### Client need

Recognizing the need to develop its salespeople, an organization sought fast, high-quality training for salespeople and sales managers that was cost effective and easy to deploy. The organization needed development that would be relevant and applicable in the moment of need, enabling sellers and managers to perform in common, critical situations. They also needed something that could be delivered both by internal leaders and remotely in a group session – eliminating the need for travel.



### The solution...

The organization partnered with BTS to create a solution that consisted of:

- **One-hour virtual modules**, focused on what great looks like when gaining access to C-suite and building credibility.
- **Modern research-based content**, that is designed with end user in mind and the tools they need be great when it counts.
- **Simulated experiences, virtual and remote**, allowing for practice of new skills in a risk-free environment.
- **Structured application** that helps salespeople take learning into the field.
- **Support in the time of need** by helping managers coach to great behavior quickly and easily.



### Tangible results

#### in the field.

Program participants shared results such as...

"Gained access to the CFO and successfully laid out a roadmap for success by obtaining mutual agreement on the needs and steps to find a solution."

"As a result of the training, I was able to connect with the CEO more efficiently and demonstrate credibility immediately."