



ORANGE *leaf* CONSULTING



ASSESSMENT



STRATEGY



IMPLEMENTATION

Eric - Personal Sales Coaching

Challenge: Eric was achieving great success using OLC's Sales Methodology and had become a top performer at EPIC, however his close ratio was declining. While he had a strong pipeline of business, his close ratio was 11% compared to his desired 82%. He was losing qualified business leads and opportunities hurting EPIC's bottom line. In short, Eric needed to increase his close ratio.

Solution: Since Eric was already using the OLC Sales Methodology it was easy to identify where the problem was. Tracking the last three deals that did not close, we worked with Eric to recreate step by step each prospect pipeline, the process used to get the meetings, and all interactions that were had including actual conversations. Using this system, we were able to pinpoint where things went wrong: Eric was cutting corners in the process, which many seasoned salespeople do when they reach a certain level of success. Being familiar with the process and the prospects, salespeople make assumptions about the prospect. The issue with cutting corners is the business will ultimately suffer; for example, close rates will decline. Eric was making assumptions about what was going to happen next with clients or skipped steps in the process. He knew the original formula and was skipping crucial steps. Once the problem was assessed we had to ask, "Is this something we can control?" The answer – ABSOLUTELY!

Outcome: We worked with Eric to identify what he would have done differently in each of the three deals and think about his strategy and steps. We had Eric go back to the basics and rework each of the lost deals, creating actions items, crafting what he would say before prospect meetings, and even role playing to get back into the groove of the system. By understanding the steps he was skipping, not making assumptions, and paying more attention to each step he increased his close ratio and is now back to his highest performing level.

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