



2Win!



CUSTOMER SUCCESS STORY

Wazoku

The Challenge:

Wazoku is in a very competitive industry, so they have to be innovative in the way they differentiate themselves in the market. Because of their massive competitive landscape, they need that extra 2% factor in order to stand with the competition.

In terms of their sales team, they are a diverse group ranging from millennials to seasoned sales people. They really want to help the millennials build their confidence, and provide new tactics for the seasoned sales people. Given their structure with the AE's reporting directly to the CEO, there isn't a lot of coaching and training happening as the CEO is focused on driving business forward. Because of this they really need some outside resources to help cement a tactical demo and sales strategy that the team can implement immediately and consistently.

Interview with Sarah | Sales Director

Q: What motivated you to contact 2Win! to provide training for your sales team?

A: A board member of the company was a former 2Win! client, and a big supporter. I was asked to attend an open enrollment and to be honest, my expectations were measured.

Q: Were there any impressions of the open enrollment workshop that you would like to share?

A: I have done a lot of sales trainings, and I found most of them to be kind of cheesy. Much to my surprise, the 2Win! workshop was relevant, tactical, and engaging. I'll even go so far as to say there was a warm and inviting atmosphere when I entered the room and all of the participants from different countries bonded immediately. The caliber of the people of the room was very high, and the energy was warm and welcoming.

Q: What were the biggest challenges that your sales team was facing?

A: Most of my team was fairly new, and the bits we learned seemed fairly straight forward but no one had ever done this before, so they are taking something away with the. I want them to have these skills not only in this job but in their future careers as well. Since the AE's report directly to the CEO, he doesn't have tons of time to train them, so because of this structure they need additional coaching and training. Everyone was demoing differently, and we were looking for consistent benefit delivery, like getting our AE's to use the Tell-Show-Tell technique. It's simple but it's structured, and it's genius.

Q: Was the training part of an event that had other activities or on it's own?

A: The training was on it's own, and we did it at the start of our financial year. We used the training as a kind of sales kick off.

Q: What are some takeaways from the workshop you conducted for your team?

A: Definitely the demo crimes, because they really highlighted serious issues that all of us could connect with. The whole concept of avoiding crimes really ties a lot of pieces together. Two of the crimes that really stuck with me were technobabble, and your baby is ugly.

On the second day of the workshop it all comes together because we actually have to get up and do it, which I think is the best way to learn. That way my team was able to internalize the 2Win! techniques.

Q: How has your team's confidence changed since the training, and what impact do you believe that will have?

A: The team's confidence in presenting increased significantly. After the feedback rounds and delivering a second time, they saw their own drastic improvement. Everyone was happy...to see smiles after two days of training is amazing. I believe that we'll be able to increase our demo to win ratio 1.5x of what it is today.

Q: Did you achieve your expected outcomes from the training?

A: One of the outcomes I took away was understanding where we are in terms of our ability to effectively demo and present our solution. The workshop not only provides that, but also where you need to go next. For example, feedback and coaching technique is provided as part of the program and through this process I now understand how to provide feedback and coaching for my team going forward.

I have already seen team members visually supporting their Tell-Show-Tell's and they are using limbic openings. My personal goal for my team is to run these types of practice sessions and dry runs regularly.

Conclusion

Overall though Sarah and her team were hesitant and maybe a little nervous to attend a sales/demo training course, they ultimately were incredibly pleased with the results of the 2Win training. They plan to implement the training and coaching on a quarterly basis, and track their results through data. This training course left the team excited and inspired to have learned new techniques that could help them stand out from their competitors, and developed a level of confidence that they can continue to build upon.