



Case Study: Command Business Systems

COMPANY OVERVIEW

Name: Command Business Systems

Industry: Office Products and Document Management

Client Since: March 2004

Training Areas Covered:

- A. Sales Competency & Performance Metric Awareness
- B. 'Top-down' Appointment Strategy
- C. Setting 'Targeted' business appointments
- D. Identifying and achieving weekly activity goals

Training Objective:

1. Improve participants Conversation-to-appointment ratio
2. Improve number of new appointments
3. Set appointments with 'Targeted' decision makers to increase Results
4. Spend less time achieving required results

I. The Challenge

Command Business Systems sales division consisted of 4 sales individuals, the majority seasoned professionals. They were currently running at 85% of overall sales objectives and needed a way to increase their results with more targeted sales appointments.

On average, each team member was dedicating 9 hours per week for new client prospecting, so merely allocating more time to secure more appointments would not be realistic.

A training tool and competency improvement process was needed to allow them to gain more 'Top-down' appointments in less time.

JDH Group Assessment: (Cons). Extremely competitive market with most competitors strategic offering based on saving money. No current methodology or process for targeted prospecting in place. Business people with 'Fiscal authority' normally do not sit down with copier reps.

They currently were ineffective as a group with an 8% Conversation-to-appointment ratio, spending too much time to get too little results.

(Pros) Client service suite had a measurable benefit for small and medium size businesses, with both hard and soft dollars. Management supported a 'Mentorship' sales Culture. Sales leadership was open to a systematic approach to prospecting tied to results and was willing to lead a process to achieve it.

II. The Strategy

Command Business Systems management participated in the X2 ROI Survey diagnostic process. Based on their current sales performance numbers and competency ratios parallel to their stated revenue objective, they needed a 23% increase in new appointment activity, or 32 additional appointments per month. All

other performance factors remaining the same, that competency improvement would allow them to meet their revenue objective.

JDH Group set a training process goal of obtaining a 51%+ Conversation-to-appointment ratio. Obtaining and maintaining that competency improvement would not only achieve the required appointments per week but also reduce their time spent prospecting by 45%. That would allow them to increase capacity and pursue higher-value, solutions-based selling opportunities.

Secondarily, the reps were already initiating a 'Top-down' approach to differentiate themselves from their competitors. But they needed a tool to capture prospecting 'Best Practices' on an on-going basis so more could get better. Prospecting contacts were limited to these titles of responsibility and prepared for the 2-day X2 Boot Camp.

The X2 Sales System™ 6-week training process was initiated at the local sales office in Davenport Iowa.

The single training objective was to improve their Prospecting skill-set by 5X.

III. Training Results

JDH Group implemented the X2 Pre-training process at Command Business Systems location and facilitated the X2 2-day Boot Camp. After a review of the customized X2 Initiator™ Desktop training tool, participants made live prospecting calls utilizing the X2 conversation methodology and individually entered into coaching sessions with Jeff Hardesty, developer of the X2 Sales System™. Each participant was schooled after each conversation, working them through their personal learning curve.

2-Day X2 Boot Camp Results

- Conversation-to-appointment ratios increased from 8% to **67%** for a conversion improvement of **838%**
- **23 targeted 'Top-down' appointments** were set with C-level executives
- Based on the number of new 'Top-down' appointments set and their current sales performance numbers, the training **ROI estimate was 710%**
- Time allocation for prospecting reduced by **over 50%**