



# Lasting sales transformation: Training services for a nutritional supplement company

Sales were slumping last year for one of the country's largest nutritional supplement companies, but the sales director had a hunch what was going on.

From the sidelines, she watched as account executives mechanically scheduled quarterly sales meetings and pulled reams of data off the system. Typical meetings lasted an hour each, four times a year, with many account execs speaking at customers more than they spoke with them.

The director saw customers' expressions slowly petrify as sales continue to stagnate. It confirmed her suspicion that sales teams were missing opportunities to deepen ongoing relationships by always putting the customer's interests first.

The director found a pattern: some account execs didn't know or didn't follow best practices for quarterly customer business reviews. This was true of many account execs at the local level and some at the national level. So the director brought in Adcom Designs to share best practices and revive sales.

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**—Sales director**



Adcom assessed the current process, procedure, skills, and abilities. We pinpointed knowledge gaps and developed a fully customized learning program. It showed account execs exactly how they could deepen customer relationships and drive sales.

The program also addressed process hurdles that tripped up some account execs. For example, our team reviewed raw figures churned out by the sales portal and then created a module to distinguish between relevant and useless data. "I'd thought just about any database info was good data," said one account exec, who now shares only the facts she's confident a customer will care about.

"I've seen an uptick in sales since the intervention," says the director, "and when I sat in on a business review last week, I saw that the customer was engaged. That's success." Furthermore, "We'll use the learning materials for onboarding and refreshers," she says, "so our investment will pay off for years."

**Adcom Designs has offered consulting, training, coaching, and document-support services for over 35 years. All our services help clients save time and improve results through stronger communication skills.**