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CASE STUDY

SALES TRAINING

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Testimonial from Helen's experience with The Epiphany Group's Sales Training:

"I had the pleasure of participating in Epiphany's sales training program, and I must say it was a game-changer for our team. The training was not only informative but also incredibly impactful. It opened our eyes to new perspectives and challenged us to think differently about our approach to sales.

One of the key goals we had for our team was to step out of our comfort zones and embrace a new mindset. The training helped us achieve exactly that. It pushed us to go beyond transactional sales and focus on building meaningful relationships with our customers. We learned the importance of understanding the market and our competitors, and how this knowledge can drive value for both our sales team and our customers.

The workshops provided by Epiphany were invaluable. Janine, our trainer, shared real-life examples and practical insights that resonated with our team. The homework assignments were particularly valuable, as they allowed us to apply what we learned directly to our day-to-day work. It made the training relevant and actionable.

Since completing the training, we have noticed immediate changes and improvements in our team's performance. There has been a shift in our conversations and reflections, with team members recognising the need to do more and feeling empowered to do so. The training has not only impacted our team dynamics and communication but has also given me a different perspective on the capabilities of each individual.

I would highly recommend Epiphany's sales training program to anyone considering investing in their team's development. The program respects your business strategy while providing best-practice expertise. It is a comprehensive and transformative experience that will undoubtedly drive commercial excellence and success."

Helen Vshivkoff, General Manager Sales & Marketing
Heidelberg Materials

Case Study: Sales Training for a Construction Company

Overview:
This case study focuses on a construction company that sought sales training for its staff. The company, which is currently undergoing a rebranding process, wanted to enhance its sales processes and capabilities to achieve commercial excellence. The company's main objective was to provide its sales managers with a different approach to coaching and training, with the aim of driving value for both the sales team and customers. The company partnered with a sales training organisation, referred to as "Epiphany," that had industry expertise and a people-centric approach.

Goals and Areas of Focus:
The key goals of the sales training were to challenge the sales managers to think differently and step out of their comfort zones. The company aimed to empower its sales managers to take a more proactive and strategic approach to their roles. The training also aimed to foster a shift in mindset, encouraging the sales managers to focus on driving value and understanding the market in greater detail.

Impact on Team Performance:
Following the training, the company observed immediate changes and improvements in the team's performance. Sales managers reported a shift in their conversations and reflections, realising that they had been focused on transactions rather than strategic leadership. One sales manager, in particular, experienced significant personal growth and was promoted to a new role with a different mindset and approach. While some team members are still on their development journey, overall, there has been a positive shift towards taking on more responsibility and feeling empowered to do more.

Impact on Team Dynamics and Communication:
The training had a positive impact on team dynamics and communication. The sales managers gained a different perspective on their team members' capabilities and received valuable feedback on individual development areas. This feedback helped them make informed decisions about promotions and recognise team members' readiness for new roles. The training fostered a sense of collaboration and encouraged open-mindedness among the sales managers, leading to improved communication and a more cohesive team.

Valuable Aspects of the Training:
The most valuable aspects of the training, according to the company, were the examples provided by the training organisation about market information and key areas of focus. The homework assignments given during the training were also highly impactful. The assignments ensured that the training was not just a one-time event but a continuous process of learning and application. The sales managers found the homework assignments relevant to their day-to-day work, making the training more valuable and applicable to their roles.

Recommendation:
For any company considering sales training for their team, it is recommended to seek a training organisation that can provide a different approach while respecting the company's business strategy. Epiphany, in this case, proved to be a valuable partner, offering industry expertise and a people-centric approach. The training helped the company's sales managers think differently, challenge themselves, and drive value for both the sales team and customers.

Note: The company name has been omitted from this case study due to the ongoing rebranding process.

Thank You!

Transforming businesses and people into success stories!

Let's Get In Touch

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epiphanytraining.com.au