

JANEK PERFORMANCE GROUP

CASE STUDY

Case Profile

Company Name

Pasternack Enterprises, Inc.

Industry

Electrical Manufacturing
Retail & Ecommerce

Key Challenges:

- Transforming an Inside Sales Team from Order Takers to Trusted Advisors
- Grow sales revenue by improving skills to cross-sell and up-sell effectively

Who was Interviewed:

- Tobi Chamberlin, Inside Sales Service Manager



Challenge

Pasternack Enterprises is a global supplier of RF and Microwave components and maintains an inventory of more than 40,000 products that are available at the click of a button on their web site, <http://www.pasternack.com>.

The company has been in business since 1972 and services customers in more than 35 countries. As a global provider of RF and Microwave components, they pride themselves as a customer focused company that provides 24/7 sales and technical support to their customers. This commitment extends to same-day order fulfillment to meet urgent product requirements, with 99.4% off-the-shelf availability and same-day shipping service for their vast product catalogue.

With a growing inside sales team, Pasternack Enterprises felt the need to evaluate their current sales processes and workflows and provide a sustainable training solution for their Inside Sales team. The focus of this effort was the result of two goals that Pasternack's sales leadership team identified:

- Assess the current inside sales and customer relationship processes and move their staff from an order taking role to that of a "trusted advisor"
- Provide training for their team to better identify and convert cross- and up-selling opportunities while building value around benefits-based solutions

Bottom Line:

Pasternack Enterprises is a global supplier of RF and Microwave components. Their eCommerce web site contains more than 40,000 products that are available for same-day shipping. 24/7 customer and sales support over the phone is provided, but with limited success.

Solution

Pasternack Enterprises turned to Janek Performance Group to have their inside sales and customer relationship processes evaluated; and acquire a customized, sustainable sales training solution that would enhance the customer experience while taking advantage of additional cross- and up-selling opportunities based on customer needs.

Step 1: Prepare and Plan

The learning team from Janek Performance Group worked with the sales leadership team at Pasternack Enterprises to gain complete fluency of the Inside Sales Team and their sales processes, challenges, changes in the marketplace and company objectives. Interviews were conducted with sales managers and directors who had direct oversight of the inside sales team. In addition, Janek staff also had the opportunity to sit in on customer calls and observe customer interactions first hand as well as review recorded calls.

Step 2: Training the Team

Since a majority of customer interactions are handled over the phone or via email, Janek's Critical TeleSelling Skills Program (CTS) was a natural fit for Pasternack Enterprises. CTS is one of Janek's flagship programs that is versatile and modular and can be tailored and shaped to meet the client's requirements in a fast and cost-effective way. In Pasternack's case, the customization focused on the following topics:

- What it means to become a "trusted advisor"
- How to effectively take inbound and make outbound sales calls
- How to actively listen for customer clues and needs
- How to ask the right questions to proactively identify customer needs and cross- and up-selling opportunities
- How to build value in products that are relevant to customer needs
- How to present benefits-based solutions and gain the commitment of the customer

Step 3: Sustaining the Skills

After the initial training concluded, Janek engaged the Pasternack inside sales team in a 90-day, multi-pronged reinforcement and coaching program that was supported through webinars, group discussions, learning technology, and real-deal coaching.

The goal was to strengthen the skills and best practices learned during training and create institutional capabilities across the inside sales channel.

Bottom Line:

After gaining complete fluency of Pasternack's sales processes and workflows, Janek Performance Group provided a tailored delivery of Critical TeleSelling Skills and reinforced the new skills and best practices through a multi-pronged, 90-day, sustainment coaching program.

"The training provided a framework and the skills needed to get the most out of each of my sales calls."

-Inside Sales Rep, Pasternack Enterprises



Results

Bringing in Janek Performance Group as an outside organization provided Pasternack Enterprises with an objective view of their sales processes, existing skills, and plans to effectively train the inside sales organization. Janek's sales training equipped their inside sales force with new skills to become more than just an order taker, while boosting sales volume and revenue for the company.

The sales training and coaching initiative was well received by Pasternack's inside sales team and sales leadership team. During the evaluation phase following the training, 100% of the training attendees stated that they are able to apply the knowledge and skills learned in their jobs; and 95% of the attendees are very likely to recommend the training to a colleague.

The customization process and use of relevant, industry-specific language resonated with trainees who felt engaged and connected with Janek's delivery of the course material. Many students also commented on the effectiveness of the role play that was an integral part of the learning process. Some additional results as measured 90 days post-training include:

- Sales performance improved by 14% as a direct result of the training initiative
- Pasternack enjoyed an overall return on investment of 786%
- The payback period for Pasternack's sales training initiative was 1.35 months

Bottom Line:

The sales training and coaching provided by Janek Performance Group was received extremely positive by both Pasternack leadership and the inside sales team. The positive impact has been dramatic, and the company continues to train all newly hired sales reps on the Janek program.

Please visit www.janek.com or call **800.979.0079** to see how we can help your organization achieve its sales performance goals.