

CASE STUDY

Xsens Improves their Account Planning Effectiveness with Janek Sales Training

Summary

Xsens sought to improve their ability to leverage existing clients into more profitable business relationships, better identify up- and cross-selling opportunities, and identify tactics and strategies to nurture deeper relationships with top-tier clients.

After interviewing Xsens stakeholders and conducting an evaluation of the organization's existing sales processes and tools, Janek designed and delivered a customized sales training solution that aligned with the organization's objectives and goals.

92% of participants stated the training equipped them with the skills to build and maintain stronger client relationships

About Xsens

Xsens is a multinational supplier of 3D motion capture products that utilize miniature MEMS inertial sensor technology. With offices in the Netherlands, China, India, and the United States and distributors through the Northern Hemisphere and Australia, the company has a global presence.

The technology found in Xsens' products are utilized in healthcare, sports, and industrial fields and the organization is noted for collaboration with other leading technology firms, such as Autodesk, Siemens, and Dassault Systemes.

The Challenge

Xsens challenged Janek Performance Group to develop a customized sales training solution that would improve the ability to leverage existing contacts into more profitable business relationships, improve ability to identify up- and cross-sell opportunities, and identify tactics and strategies to nurture deeper contacts with top-tier clients.

The Solution

After a full-scale evaluation of Xsens' existing sales processes and tools, Janek's team designed and delivered a tailored version of their Critical Account Planning™ training program. Areas of customization included integration of industry-specific language and nomenclature, supporting sales tools and processes, and use cases with role-play activities focused on relevant sales opportunities.

The Results

The training was successful in achieving Xsens' objectives – particularly in the area of providing sales staff new knowledge and skills to strengthen relationships with existing clients.

Post-Training Review Results

92%

of participants stated the training equipped them with the skills to build and maintain stronger client relationships

98%

of participants stated the activities and group exercises helped reinforce their understanding of concepts taught in the workshop

95%

of participants agreed the training was a worthwhile investment for their professional development and career

We want to learn about your specific sales challenges.

Contact us to see how we can help your organization achieve its sales performance goals.

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