

CASE STUDY

Building a Foundation for Sales Excellence and AI-Powered Execution

Summary

When EECO began searching for a sales training partner in 2025, the organization wanted more than a traditional training event. Leadership needed a partner that could help create consistency in sales execution, strengthen coaching conversations, and support long-term growth objectives.

EECO selected Janek Performance Group to deliver sales training and provide access to Jenius CC ("Jenius"), Janek's AI-powered sales execution and coaching platform. What began as a focused training initiative has evolved into a broader strategic partnership, with EECO now serving as an early Jenius adopter and exploring opportunities to expand the platform and training programs company wide.

"We ran seven deals through Jenius total about \$675k, and won every one. On average, those deals closed in about four sales calls, compared to our typical eight to ten. That's a significant increase in deal velocity."

Larry Jugenheimer
Regional Sales Manager

About EECO

Electrical Equipment Company (EECO) is a leading distributor of industrial automation, electrical, communications, and data networking solutions. Serving customers across multiple industries, EECO focuses on helping organizations improve operational performance, productivity, and business outcomes through innovative solutions and trusted customer relationships.

The Challenge

In July 2025, EECO began searching for a sales training partner that could help create greater consistency in sales execution, coaching, and opportunity management across the organization.

Leadership wanted more than a training event. They were looking for a partner that could provide a common sales framework, improve coaching effectiveness, and support long-term growth initiatives. At the same time, EECO was beginning to explore how AI could help sellers make better decisions and execute more effectively.

Janek stood out because of our ability to combine proven sales training with AI-powered sales guidance through Jenius. The engagement began with Janek's flagship Critical Selling Skills workshop and a limited rollout of Jenius licenses to support reinforcement and adoption.

The Solution

Janek partnered with EECO to deliver a blended learning and sales enablement experience. Critical Selling Skills provided sellers with a consistent framework for managing opportunities, while Jenius reinforced learning through guided activities, video practice, and real-world deal support.

The training was well received, with EECO Sales Leader Larry Jugenheimer noting that the Janek training facilitator "knew more about EECO's history than the participants in the room," making the experience feel highly customized to the business.

As adoption grew, EECO began seeing Jenius as more than a reinforcement tool. Larry and his team started exploring how AI could help improve sales execution, coaching consistency, and decision-making across the organization. In Larry's words, Jenius is "already tapping into the future," offering capabilities that extend beyond traditional CRM systems and sales technology.

The Results

The partnership quickly delivered measurable business impact. Following the Critical Selling Skills workshop, EECO achieved a Benefit-to-Cost Ratio of 10.8, an ROI of almost 10x, and a payback period of just 1.1 months which demonstrates the immediate value of the training investment.

At the same time, Jenius gained strong adoption across the pilot group. Larry personally completed the reinforcement track first, creating friendly competition and driving engagement across the team. He described the weekly questions and video practice exercises as extremely helpful because they gave leaders visibility into how sellers were applying what they learned and where additional coaching was needed.

The impact extended beyond training reinforcement and into real-world selling situations. Larry shared, “We ran seven deals through Jenius totaling about \$675,000, and won every one. On average, those deals closed in about four sales calls, compared to our typical eight to ten. That’s a significant increase in deal velocity.”

One of the most notable examples involved a strategic customer opportunity worth more than \$22 million. When an unexpected credit limitation threatened to stall the deal, Larry turned to Jenius Deal Review for guidance. After evaluating the opportunity, stakeholders, and financial considerations, Jenius recommended developing a Flexible Financing Proposal (FFP) to create alignment around a path forward. Larry implemented the recommendation, secured internal approval, and presented it to customer leadership.

“The whole exercise took less than 30 minutes,” Larry explained. “Otherwise, I would have spent hours making phone calls and working through different internal channels trying to figure out the best path forward.”

The strategy gained immediate traction, helping preserve momentum on a multi-million dollar opportunity while demonstrating the practical value of AI-enabled sales guidance. Together, the training and Jenius engagement reinforced EECO’s belief that sales methodology, coaching, and AI can work together to streamline decision-making, improve execution, accelerate deal velocity, and drive stronger business outcomes.

As one of Janek’s early Jenius adopters, EECO continues to explore broader applications for the platform. With growing leadership interest and a shared vision for AI-enabled sales execution, the partnership is positioned to expand across the organization in the years ahead.

Post-Training and Implementation Results

980%

Return on Investment.

1.1

Month Payback Period

7 of 7

Jenius-Assisted Deals Won

50%

Deal Velocity Rate

We want to learn about your specific sales challenges.

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

www.janek.com/jenius

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