

# GLOBAL LEADER TURNS SALES SKILLS INTO DEALS

MANDEL CASE STUDY

SALES TEAM CREDITS TRAINING FOR MORE THAN \$1 MILLION IN WINS AND OPPORTUNITIES

## New Skills Lead to Measurable Success

Is it worth the effort to teach seasoned sales pros new communication skills? You might think they've seen—and navigated—every tricky situation. Or that they'll revert to old habits as soon as the training ends. You'd be wrong. The data proves otherwise.

A global leader in the security industry introduced its team of sales veterans to a messaging framework and a digital training experience from Mandel Communications. A year later, they quantified the results: over \$1 million in related wins and new opportunities. Read the full story to learn how you can turn training into revenue, too.

## Speaking with One Voice Bolsters the Message

This global sales team came together through acquisitions and hiring, with the majority bringing years of experience to their roles (and a myriad of messaging techniques). Sales leaders wanted them to adopt a more consistent, customer-centric voice as they engaged the market.

*"We wanted to have everyone on the same page and using the same messaging approach,"* says the company's global HR director. *"Just as importantly, we wanted to help our people align their message to our customers' identity management vision. You engage customers more deeply by showing that you're the right fit for their goals."*

## Bringing Teams Together Is Impossible in a Pandemic

The global pandemic made in-person training impossible. Everything had to be digital. And the company's team—like just about everyone else—was already feeling screen fatigue. Sales leaders were concerned that even solid content would fail to engage the team.

The global HR director explains: *"People have all the responsibilities they've always had—and more distractions than ever. With an all-digital training, you want to teach skills that will help people reach their sales goals. But if they're bored, they'll multitask instead of learning."*

## TURNING BETTER COMMUNICATION INTO WINS

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**\$540K+** in wins

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**\$600K** in new opportunities

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**95%** of participants would recommend to others

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**95%** use the training day-to-day or in high-stakes meetings

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*"Mandel training took our team to the next level in terms of serving customers and working in alignment. We're still seeing the results and increased sales momentum a year later."*

— Vice President of Global Sales,  
Global Security Industry Leader

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*"The SCI-PAB framework gave people a common communication tool that worked in discovery, pre-call planning, and sales conversations."*

— Global HR Director,  
Global Security Industry Leader

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**MANDEL**

## Flexible Training—Designed for Digital

As the company looked for training help, its selection team noticed that some providers offered a blah digital experience. They seemed oriented toward in-person training.

In contrast, Mandel Communications offered a digital training experience designed to take advantage of digital capabilities. People could access training when they wanted it across devices. Recording capabilities and collaboration tools made collecting and sharing feedback easy. But Mandel also stood out for content. The training imparted the Mandel SCI-PAB® messaging framework, which the company liked for its flexibility.

*“I viewed the digital experience from Mandel prior to selection,” says the company’s vice president of sales. “It was compelling, and held my attention. There was so much to learn, and the content came across as very digestible. In the Mandel framework and digital experience, I saw the potential to add to our competitive advantage.”*

## A Communication Framework for All

Mandel worked closely with the stakeholders to configure the digital experience and training. The digital learning platform was aligned to the company’s branding. Highlights of the experience include:

- Welcome videos featuring the team’s sales leaders to establish context
- Live launch kickoff session that focused on a high-priority engagement skill
- Self-paced training that was accelerated by gamification
- Bite-sized content that allowed busy salespeople to fit learning into their schedules
- Social features, including feedback and peer support, that kindled competition, team building, and fun
- Personalized coaching made the content stickier and more relevant to each individual

*“Mandel made the entire learning experience simple, fun, and achievable,” says the global HR director. “The SCI-PAB framework gave people a common communication tool that worked in discovery, pre-call planning, and sales conversations. It grounds people in the customer’s point of view at every stage in the sales process.”*

## Adding Up the Wins a Year Later

The company’s sales team finished the training ready to apply what they learned. And they stuck with it. Nearly a year later, Mandel surveyed participants to find out how the training influenced their approach to communicating with customers.

Most respondents still used the SCI-PAB framework in day-to-day communications with customers or in high-stakes communications. Several shared wins and opportunities they credited to their new skills—the results added up to more than \$1 million in business.

## How Did the Training Make a Difference?

One participant reported that enhanced communication skills helped to craft a message that opened doors with a high-profile retailer—after two years of trying. Another reported that the framework helped shorten a budget conversation and accelerate a deal. Several shared examples of how the framework drove them to a deeper understanding of a customer’s needs faster.

The company’s vice president of global sales explains his perspective on the results: *“Because we’re communicating more effectively, we’re able to help customers make more informed and faster decisions. Mandel training took our team to the next level in terms of serving customers and working in alignment. We’re still seeing the results and increased sales momentum a year later.”*

### TURN TRAINING INTO WINS

Empower your people with a cost-effective, custom digital training experience that drives results. [Start a conversation](#) with Mandel.