

A CULTURE OF HIGH-PERFORMANCE SALES

How one of the world's largest food and beverage companies shifted the mindset of their sales team from product to solution selling

The client approached Eagle's Flight with the need to shift their sales team's mindset and behaviors from selling a product to selling a solution. To do so, Eagle's Flight developed and delivered three customized sales training programs based on role within the sales team. The success of the initiative was greatly assisted by the involvement of the senior executives who cascaded the key learnings and messages throughout the organization to drive a culture of high performance sales.



Salespeople, sales support, and executive leadership took part

Delivered in **15 countries** around the world



Customized training programs for specific roles on the sales team

Content modified and translated into **7 languages**



Left with questions? Wondering what a partnership could look like? Give us a shout!

Toll-Free North America: 1-800-567-8079 • International: +1-519-767-1747 • www.eaglesflight.com
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What did Eagle's Flight deliver?

With relevance being of the utmost importance for this global organization, Eagle's Flight partnered with the client to create a series of customized training programs for the specific roles within the larger sales team.

In total, two five-day courses for **salespeople**, a two-day course for those who **support sales**, and two two-day **executive leadership** courses which equipped the leaders with the necessary skills to support the initiative.

What tools were required to create a sales culture that was solution focused?

In order for this global organization to effectively shift to a the mindset and behaviors of their entire sales team, a number of tools were integrated into the program to ensure the participants were fully engaged with and understood the content so they could make the necessary changes back on the job. Tools provided included:

- Technical product reference guides were created upon client request; Eagle's Flight condensed myriads of client information into user-friendly resources
- Best practices website which Eagle's Flight managed the design, deployment, and content management
- Post-program digital reinforcement via a series of interactive activities
- Rigorous certification and retention program developed and deployed as per client specifications



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