
Sales Acceleration Case Study

Subject: From under-paid and under-valued to key contributor

Hi [Name]!

Here's another inspiring story from my client files.

ABOUT

Patricia (name changed) came to me at age 35 as a wife, mother of three children and client relations manager of a healthcare company.

CHALLENGES

Patricia suffered from lack of confidence and felt overwhelmed with family and work obligations. She felt her employer did not see her potential. And Patricia was an emotional rollercoaster — always busy but not making a major contribution to the business.

BEHAVIOR

Patricia was always in situations that stressed her out both at work and at home.

At work she lacked the confidence to speak her mind and step up to challenges that would contribute to her growth and success.

Patricia had trouble making decisions and was upset by current earnings with because she needed to make more money to cover family needs.

An awesome mother, Patricia spent her evenings managing her children and driving them to their events and activities.

ANALYSIS

Patricia's Birkman Signature Report revealed a wide gap between her passion for systems and processes — and her communicative, responsive, adaptable style with people.

A friendly, extroverted communicator and natural relationship builder, Patricia was passionate about details and solving problems for people.

ENERGY

The report revealed a willingness to take on challenges and tremendous reserves of energy she could focus on her career and family.

COACHING

Together we determined that Patricia's lack of assertiveness could be compensated for by strong, aligned incentives.

With clear goals and appropriate rewards Patricia could become a consistent and capable contributor.

OUTCOME

Patricia was able to add part time sales to her workload: face-to-face interactions with potential clients, working trade shows, building key relationships while still assisting with client care when she wasn't busy selling.

The company changed her compensation structure to include a strong base salary (consistent with her need for family income) plus commissions as an incentive and to acknowledge her contribution.

RESULTS

As a salesperson Patricia ROCKED! As she landed more clients, Patricia became more positive and engaged with lots of creative ideas to implement to improve customer relations and client-facing systems.

Patricia was promoted to manager of the client relations department and is now a key member of the management team.

Maybe you see a bit of your self in Patricia's story...

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