



Use Case

Coaching Workshops

Company Type: Employee Benefits Administrator



Our Partner

Meet Brett. Brett is an experienced executive vice president of sales for a mid-size employee benefits administrator company and leads a team of 65. COVID significantly impacted the number and the quality of sales meetings. The rapid transition from face-to-face meetings to digital created a shift in performance. Brett's top performers suddenly found themselves at the bottom of the leaderboard.

The Solution

Brett is smart. He's seen the good, the bad, and the ugly of sales coaching. He loved our approach but wanted to prove CharismaQ can accelerate sales outcomes. Brett started with a pilot group of 16 with our signature workshop, "Improve Your Virtual Sales."

The Results

Brett drives a sales culture of accountability. For eight weeks, he tracked the outcomes of the pilot group compared to the rest of the sales team. These numbers don't lie.

The pilot group generated:

13.5 more first meetings

22% more new opportunities

30% larger average deal size

13% greater win rate

Because of these great results, Brett had the other 49 members of his sales team experience the CharismaQ workshop.

Does Your Sales Team Need More Charisma?

Contact CharismaQ at

Email: info@charismaq.com | Call: (262) 415-7811

CharismaQ.com

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