



CREATING A RECIPE FOR SUCCESS INCLUDES DIMENSIONAL[®] SELLING SKILLS[™]

Labatt Food Service — Industry leader in distribution of food and related products

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NEED

While the salesforce at Labatt Food Service has been legendary for the lengths it will go to service customers, company leaders felt that the rapidly expanding company needed professional sales training to provide a common sales language, especially among new salespeople.

OUR SOLUTION

Psychological Associates' DIMENSIONAL SELLING SKILLS workshop was a natural fit. We designed a customized 3-day version for Labatt that is interactive, allowing participants to develop and practice their influencing skills, which include understanding customer needs, presenting benefits effectively, and overcoming objections. All sales managers and approximately 100 salespeople have participated in the workshops, which help Labatt's sales organization speak a common language.

“The way the seminar is structured makes it a good fit with our philosophy. What really helps us is that it focuses on recognizing needs through questioning.”

***Jennifer Oswald,
Labatt's Director of HR***

RESULTS

In a confidential survey of distributor reps six months after taking the workshop, 75 percent responding said that they have already increased revenues after applying the Dimensional[®] skills to a real customer case they developed in the workshop. Eighty-two percent said these skills helped them move more quickly through the sales cycle.

