



**High
Performance.**

It reveals possibilities.

achieved it.

A low-ranked sales channel team shifts its mindset and approach to become the #1 sales team in the US at this Fortune 50 Telecom.



The Achieve System™ helped us dramatically improve our sales KPIs. Our organization went from being one of the lowest performers to a consistently top performer.”



POINT A

Before the Achieve System™: the new regional director of a B2B sales organization at this Fortune 50 Telecom spotted the problem at once: eight sales teams across different geographies hampered by vastly different approaches and varying levels of performance. The organization now ranked near the bottom of 21 sales regions, and while a fast turnaround was essential, there was no option to substantially increase headcount.



POINT B

After the Achieve System™: six months later, the regional director was amazed to see the dramatic – and lasting – impact of using the system. By the second half of the year, the team was the #1 sales region in the US, consistently exceeding a goal that had seemed unattainable just months earlier. And this was no transient “hot streak”: the team went on to rack up a 33% year-over-year increase over the next three years.

Bottom line results?

A dramatic and lasting increase in sales performance achieved within 6 months and sustained for over 3 years with no significant change in headcount.

ROI Highlights

33% year-over-year increase in sales sustained over 3 years with **\$22M+** in new revenue each year

Overall performance of the sales team soared from 18th out of 21 regions to **#1** in the country

Generated additional new customers at a rate of **3k per month** (36K per year) during the 3-year period

Team went from averaging only 60% of its monthly target to exceeding the goal every month

What The Team Valued Most:

Ability to define success, applying a new mindset, creating Point Bs and Base Camps, building resilience.

Some of the most recognized brands in the world **achieve** high performance with us.



The regional sales ranking said it all: 18th out of 21 regions.

When a regional sales director at this Fortune 50 Telecom took the helm of a struggling B2B sales organization, his challenge was clear: the organization was comprised of eight different sales teams operating in different geographies. These eight teams performed at different levels with different approaches to achieving results – and varying levels of success.

Not surprisingly, the team was consistently underperforming to plan by a wide margin, averaging only 60% of its target each month.

To improve the organization's overall performance, the regional director needed to align the teams and create a unified approach – and he needed to do it fast. He had a vision for the organization and his direct senior leadership was on board with his action plan. He now needed to find an outside partner able to help him make that vision a reality.

A philosophy and framework aligned to values and vision.

Two of the top priorities for the director was to create a unified, cohesive culture and to identify a clear purpose that would drive higher levels of results without a substantial increase in headcount

After evaluating several potential outside partners, the regional sales director found one that seemed tailor made to help him achieve his goal: The Achieve Institute.

“I found the Achieve philosophy and framework aligned with my own values and vision for the organization”, the director explained.



“When we began working with the Achieve System™, it was like a dysfunctional family. There were different cultures depending on the team.”

“Today, the team cuts through “the noise” much, much quicker. Our leaders are more focused on helping their employees be successful.”



Identifying Best Actual and Connecting to Possibility.

The sales organization included more than 150 people, so the Achieve Institute’s performance experts started at the top – with the organization’s team leaders. Their first task was to define success, segmented into goals for the top third, middle third and bottom third of the organization.

A critical component: using the **Achieve System™** to help shift traditional mindsets. Each sales rep was helped to focus on what was possible for each product, account, and territory and to see new opportunities instead of being limited by what had been previously established.

Then the real action began. The team rapidly worked to create effective **Point Bs** (milestones, goals and metrics) and to build greater resilience – becoming more tenacious, relentless and comfortable with failure, while capturing and creating momentum to reach higher performance levels.

Expanding capacity without increasing headcount.

“My leadership team consistently gave positive feedback as they progressed through the training,” the regional director reported as he watched a dramatic change across the organization. *“They came away feeling inspired and capable of executing change after being given a set of tools to move the needle in several areas: not only to achieve our sales metrics but to transform our overall culture as well.”*

Within six months the organization went from averaging 60% of its monthly target to consistently exceed that goal, becoming one of the company’s top performers – and sustaining that for the next three years. The regional director has since scaled the **Achieve System™** across other departments in the company, noting that *“this is a tool that if used correctly and consistently, can provide an incredible return.”*

*achieve system*TM

The *Achieve System*TM is a proprietary methodology that helps you achieve, sustain and scale high performance.

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