



One Client's Experience with Morgan Training

Multi-Contact USA – Santa Rosa, CA
Ceebee Thompson, Business Unit Manager
Spring, 2005

“When we brought in Laura Hyde from Morgan Training Company in the fall of 2003, we were facing a situation in which we believed our field sales engineers were struggling to meet our revenue objectives. They seemed to lack the skills necessary to capitalize on some of the business opportunities we encountered. We wanted to support the field sales group with a mechanism to promote more efficient sales. Sales were doing well; yet we knew we were leaving business on the table!

Right after Laura began training our people, we started having \$1 million booking months. Now (about 1 year later) we're beginning to post \$2 million booking months! I attribute a lot of this success to Morgan Training's approach and Laura's thorough teaching style that really encourages people to excel. (See 2006 update on page 2.)

Laura came to our National Sales Meeting in late 2003 and provided to our 15 field and inside sales people and engineers, along with our management team, the Morgan Training basic course. This was the first of three training sessions that have helped our team consistently exceed its goals.

Our first training session focused on an effective selling process for the technical industry and an understanding of the necessary tools and techniques to effectively utilize the process. A key aspect for us was utilizing an efficient approach to obtain qualifying information. We became aware of the importance of gathering this information up-front, in order to evaluate a fit for partnership prior to “spilling our guts” with free technical and design information or pricing that could ultimately be used by our competitors. We were also introduced to the ‘**Pain**’ factor, and its importance in closing business. Prior to Laura, we had excelled at giving away lots of information in the sales process and not requiring any accountability (“un-paid consulting”)! As a result, we failed to close a number of deals. Now our close rate is much higher and our annual bookings have increased 60%!

Laura also had us take a look at our product, with the focus on the value of our solution(s) as opposed to our features and benefits. We are a Swiss company and we manufacture precision electric and electrical connectors for the medical, computer, power switchgear and aerospace markets, among others. Without being a technical expert in our field, Laura showed us how to apply the Morgan Training process into a dramatic new “consultative” approach for us. This approach allowed us to see that the ‘technical expert’ could be called as needed once the customer was pre-qualified and determined to be an excellent potential partner. Detailed technical knowledge isn't always required up front, as we previously thought. Instead, **Morgan Training's view toward problem-solving and matching solutions to needs** made a huge difference. The new approach changed our thinking 180 degrees and gave our sales and engineering team more confidence to probe and listen and really ferret out customer business requirements BEFORE providing all of our technical and business information.

In our second training session, Laura gave us another key to our success—a successful approach for prospecting for new business. Working with one of our field engineers, she drafted a **telephone prospecting script** to be used on a data base of the North American Industry Code Standards (NAICS), pre-selected by MC USA to match our current markets. The script focused on probing for problems for which we provide solutions. This was opposed to our previous approach, which involved us doing the talking and telling the prospect about our wonderful features and benefits and why they should want to do business with us! *In a one-hour application session using the new script, our sales team netted four solid prospects. One is nearing the order stage. In the past we had been afraid of any type of prospecting. Now we dial with confidence!*

And finally, at our August 2004 National Sales meeting, Laura helped us meet head-on the challenge of **Overcoming Objections**. In the one-day workshop, we first identified and prioritized the objections and tough questions we encounter in the selling process. We were presented with a 5-step process, along with specific strategies **to debunk the major objections** and had an opportunity for application and practice in small groups. The process forced our staff to be better prepared to meet objections with immediate and well-thought-out responses. They practiced ‘on the spot’ real issues. Even our President and Vice President from Switzerland participated in these mini-sessions and took away substantive ideas for the home office.

One unexpected side benefit of Laura’s training has been our ability to identify core values that are not quantified in a price quote. Our product is high end and fairly expensive – but quality and reliability make the higher price worth it. We’re not hiding from price as a potential deal-breaker anymore. Instead, we are using these added values as selling points and proving to our customers that faithful use of our products will produce better results than those of our competitors. We’re now making a five-year plan with these added values at the core of our sales strategy decisions.

MC USA intends to continue to use Morgan Training for additional, advanced communication and sales training. I would not say that all our success has been the result of Morgan Training’s work with MC USA. But I would say that the approach Laura has taught us clearly is the foundation of our current success – a consistent surge in bookings and sales.

Laura is believable and real. She is able to slide into the role of a technical sales consultant by using her structured, consultative approach – whatever the product might be. She has great humor, engages the participants, and does not look down at anyone. She’s observant and professional.

If I were at another company, I would definitely recommend her to evaluate the sales culture and create measurable action items to keep the sales team moving forward. She is making a huge difference for us at MC USA.”

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(2006 Update: In the spring of 2006 Ceebee and her team at Multi-Contact USA achieved their first \$3 million booking month and the upward trend is continuing!)