



CONSULTING

Case Study: Coaching for Sales

Situation

After four years as a salesperson this client experienced increased stress, a reduction in productivity and complete lack of fulfillment at work. The joy of helping people was overshadowed by fears of an ever-changing market, industry distrust and office politics. Meanwhile a lack of closed sales and increased professional unhappiness created low self-esteem impacting her ability to attract new clients and serve her current clients at a high level. The negative energy was brought home resulting in disconnect from her husband and feelings of inadequacy as a parent due to demands of the job.

Client's Intended Desired Outcomes

- **Structure the business to spend more time with family**
 - I show clients how to create a business that revolves around family and personal values instead of a family that is forced to fit between sales appointments.
- **Be more confident in business situations**
 - By using the DISC Behavioral Assessment I help clients understand their natural strengths so they have greater confidence in all situations.
- **Become the local expert**
 - Experts get noticed, generalists get passed over and in sales time is money. I work with clients to establish a niche and increase productivity to improve their ROI.
- **Increase sales**
 - People want to work with people they know, like, and trust. Based on behavioral style I help clients define their ideal customer and find ways to attract them.
- **Find a peer group and remove herself from office politics**
 - Our mindset and finances directly reflect the people we spend the most time with. I show clients how to inventory "who" they spend time with and evaluate the positive and negative impact those people have on their ability to achieve their goals.
- **Buy a home**
 - The client fell in love with a home but perceived it to be financially unattainable. An increase in confidence results in increased resourcefulness. I help clients uncover the gifts that exist inside them to create internal abundance and achieve any/all material goals.

The DISC Difference

Through basic behavioral understanding this client was able to see how her learned defense mechanism of fear kept her from experiencing the benefits of her natural strengths. As a high influencer and driver she is magnetic, warm, convincing, polished, trusting, ambitious, determined, competitive and inquisitive. These characteristics coupled with a degree of steadiness position her for success in any area she focused. Recognizing these strengths allowed us to create resourceful questions she could use to trigger her natural style, reduce her fears, increase her confidence to achieve her desired outcomes.

Results

“I closed over \$5 million in sales this year – thank you for making that possible!”

- By clearly defining “family first” as her outcome she scheduled time for family. Establishing this time in advance allowed her to volunteer at school and plan regular “date nights” with her husband. Client appointments now work around her commitment to family.
- Through behavioral understanding and love of her natural strengths she was able to create a powerful “I AM...” statement she could use to increase her confidence in any situation.
- To compete with other salespeople in her industry it was important for her to declare a niche; she chose a geographical area with emphasis on female clients. With greater focus her business grew to \$5 million in sales within 12 months.
- By understanding her DISC she defined her ideal client and committed to choose clients who are a better match to her behavioral style decreasing stress, increasing productivity and multiplying customer satisfaction (which was already high). Her goal is to surpass her \$5 million in sales from the previous year.
- With greater self-awareness through the DISC she determined which people brought joy to her life and those who depleted her energy. She removed herself from negative office situations, scheduled weekly coffee chats with her powerful network of professionals and she established a monthly mastermind group of local businesswomen.
- Through self-awareness, increased confidence, daily gratitude, and a new approach to business she purchased her dream home within 18 months of our coaching together.

About lmt Consulting

“Our mission is to help people do and be more than they thought physically, mentally, spiritually and financially possible while building businesses and lives worth talking about.”

We provide tools and techniques to help clients understand their behavioral tendencies so they can manage energy instead of time, direct conversations instead of respond to them and communicate with others at a higher level.

Our coaching has proven to develop self-awareness, increase confidence, cultivate personal commitment, reduce conflict, improve group understanding, enhance team-building, and create massive results for our clients.

Email: Info@LMTWorthTalkingAbout.com

For a FREE Introductory DISC Assessment and to Schedule a Consultation