

Case Study

WadeYounger.com

TheValueWave.com

Giving Sales Teams Their Influence in the Face of Competition

Services

Needs Analysis
Change Management
Process Improvement
Coaching
Innovation Clinics
Strategic Planning
Implementations
Personal Development



“Much more than a conference speaker.”

Scenario

One of the most well-known healthcare brands needed to regain their competitive edge and inspire their sales teams with excitement for the brand and their industry-leading products.

Headquartered in Rochester, New York, the company employs more than 11,000 people globally and is one of the largest manufacturers of many electronics products.

Challenge/Goal

Being a healthcare company, their products rely on scientific and technical data. To properly sell, the sales teams are comprised of highly intelligent, scientific researchers and other sales reps, who work closely with PhDs and academics. Their sales techniques have been traditionally to deliver technical information, which is too complex for their sales targets.

The complexity leads to weakened sales and has had a demoralizing effect on the sales team. As an added challenge, the audience walked into the keynote with resistance on yet another speech to get them on track.

Solution

First, Wade dealt with the resistance of the audience. In customizing his keynote, he researched the company's core issues and the consumer sentiment that went along with it. He showed the audience how their technical information was being received and discarded.

Results

He took their complex sales technical information and showed them how to deliver it with clarity, while not dumbing it down. He showed them how to tailor their sales pitches to their own targets and how to connect personally and convey technical specifications in bite size chunks.

Audiences learned how to simplify to amplify their messages and how to help their target absorb the information to help influence their decision.

Wade's message showcased how to influence doctors during technical product demonstrations and presentations. He left the sales team invigorated with their brand and their own potential to leverage their ability to influence.

Wade has been invited to speak at multiple engagements with the company, including executive coaching engagements.