

## A SALES MESSAGING JUMPSTART BASED ON OUR SPECIFIC NEEDS.

How a single approach is matched with individual needs to create a 1-of-a-kind workshop.



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### AT A GLANCE

#### Challenges

- Different levels of experience in the sales team.
- Feature-focused demos and sales calls that didn't differentiate.
- A talented sales team that wasn't using their unique skills to stand out.

#### Outputs

- Direct, written feedback on 11 staff members based on the review of live sales calls.
- 1/2-Day Virtual Sales Leadership Workshop.
- 2-Day LIVE workshop with exercises based on documented habits and challenges
- Follow-up rubrics, guidelines, and how-to guides based on workshop exercises.

### SAM'S LIMEADE STORY

We were looking for something new for our sales team. I knew I had talented people, but they all came from different backgrounds and had their own approaches. We had a standard sales deck and demo, but I wanted to find a way to give them all a fresh way of looking at how we communicated our message while addressing any individual needs they had.

I knew what I wanted to accomplish, but I hadn't found an approach that would fit all our needs until my sales enablement leader invited me to a meeting with Robert at INTRIGUE.

From the first meeting, it was like I was working with an inside person. We came up with an approach where Robert would shadow each member of my sales team on multiple live sales calls and document our standard process, how we used our resources, and the strengths and areas of improvement for each team member.

The total program included individual write-ups, a pre-workshop for our Sales Leadership team, a customized live 2-day workshop, and a set of post-workshop documents to reinforce what the team learned. Throughout the entire program, our whole team was talking with Robert as he communicated what he was seeing and how targeted areas of improvement would change what we would experience during our team workshop.

After the 1/2-day virtual workshop for the leadership team, I knew that we were heading in the right direction.

Robert used a combination of science, examples, and exercises to prove why the techniques he was teaching would work regardless of the audience or situation. I could see my team, even the ones that have gone through a lot of different sales training before, start to buy into this new approach. But, the key was during the exercises when people started to create their own stories and messages.

One-by-one each team built new ways of communicating our value using their own ideas. Ideas that sounded different from anything we had done in the past. Each story was a new way of showing the value that Limeade brings our customers, but it was fresh, interesting, and memorable. Plus, I could see people taking notes so they could adapt each story to their own style. It was great to see the excitement in the room.

And when it comes right down to it, that's what I wanted from this workshop, excited reps with new skills that they would be able to use immediately.



*We needed to get all our team on the same page and align any training we did to what they were doing day-to-day. The amazing thing about working with Robert was that it felt like he was part of our team and knew our business. Every bit of feedback, every exercise, and every comment was aligned on what our people needed to work on and how they could improve immediately.*

**Sam Testa, VP Sales**

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