



## CASE STUDY A FOUNDATION TO BUILD UPON

When we started working with Forescout, the Sales Development team was comprised of 60 individuals who had all been in the role for less than one year. Tools were either poorly implemented or non-existent. More than half the team had missed quota months in a row, and morale was low. The goal was simple: lay a foundation that would continue to produce quality results.

### THE PROJECT

Increase sales meetings from prospecting

Build an adaptive learning culture

Establish new hire onboarding

### THE PROCESS

Needs assessment

Begin skill-up sessions

Establish ROI objectives

Skills and tools audit

### THE DELIVERABLES

Written/Verbal Communication

Social Selling for LinkedIn

Objection Handling

Leadership Coaching

# THE RESULTS



**7x**

Open rate on cold emails



**2x**

Meetings booked



**25%**

Increase in response rate



**142%**

Quota attainment

# SERVICES



## Workshops

Build strong foundations with performance culture workshops, leadership offsites, and team building exercises.



## Training

Develop skills that scale with interview training, sales, sales enablement, and performance management.



## Creative

Award-winning cultures are born from storytelling, talent attraction programs, and purpose built programs.

**Let's get started.**

LEARN MORE AT [RISINGSTRENGTHS.COM](https://risingstrengths.com)

## ABOUT RISING STRENGTHS

With over a decade of experience in talent development, sales, and sales enablement, I have a proven track record of unlocking individual potential. I was the winner of the Microsoft Global Sales Demo Award in 2013, 4x President's Club achiever at Verizon, Microsoft, and Malwarebytes, as well as the recipient of the CLO Learning in Practice Award in 2018. I have worked closely with early-stage startups, small businesses, multi-billion dollar corporations, and individually with tech innovators such as Steve Ballmer (prior CEO of Microsoft). I am not only passionate about solving problems, but I've done it before.



Rising Strengths