

From Stuck to Scaling

How the Columbus Chamber 3X'd Monthly Revenue

The Challenge: Stuck at 60%

In early 2023, the Columbus Chamber of Commerce hit a wall. Despite a dedicated team, they were consistently falling short, closing just 60% of quota month after month. It was a broken, transactional sales process that no longer matched the way buyers wanted to engage. More leads weren't helping. The team was chasing, not leading.

The Turning Point: From Chasing to Leading

Instead of doubling down on activity, the teams leader, Lorie Holt made a strategic call: **invest in a system.**

The Chamber enrolled in the WINS Sales Training Program, a buyer-focused methodology led by James Rores that helps sales teams build trust faster, lead with confidence, and scale performance predictably.

The Transformation: From Transactional to Repeatable

After restructuring, the Columbus Chamber sales team was cut by one-third, but what came next proved the power of a repeatable, buyer-centric system. It wasn't about doing more. It was about doing it better, with clarity, confidence, and control.

*"I used to think we just needed more leads. Now I know it was about having a real system. WINS helped us stop winging it and start leading with intention. **It's the most strategic investment we've made in five years.**"*






Lorie Holt,
Chief Operating Officer

Before WINS	After WINS
Pitch-focused conversations	Collateral was replaced by questions that surfaced each buyer's problem/value definition
Spray-and-pray outreach	Always Buyer Personas replaced ICPs, elevating outreach and accelerating results
Measured activity	Annual goals were translated into daily activities so that progress could be tracked daily
No clear territory ownership	Defined sales territories and named accounts enabled ownership and accountability

With WINS, the team stopped reacting to inbound activity and began taking the lead and taking control of their outreach, time, and pipeline.

Results That Speak For Themselves

In less than a year, the team produced:

-  A **300% increase** in monthly revenue
-  Top performer Will Thieman hit **100% of his annual quota** in just 5 months
-  **The Chambers best sales month** in over two years (with one third the team)

Why It Worked

WINS helped the Chamber escape the transactional trap by:

- Overcoming tough **buyer resistance**
- Leading conversations that earn **buyer trust**
- **Building confidence** in sales-led cold and warm outreach
- Defining a clear **Always Buyer Persona** for each membership level
- **Structuring territories** and metrics for accountability and consistency
- Implementing consistent **qualification standards** to optimize their time

*“We stopped doing the same thing over and over and expecting different results. Now our outreach is intentional, deals close faster, and **the numbers speak for themselves.**”*

- Lorie Holt, COO

“WINS made sales feel natural and effortless. You forget you’re even selling, it’s about real connection.”



Will Thieman
Business Development Rep

The Takeaway: Sales Success Starts with a Proven System

WINS isn't a motivational workshop or one-time training. It's a **repeatable growth system** that equips sales teams to sell the way buyers actually want to buy and unlocks performance at scale. If your team is ready to stop chasing and start scaling, the Columbus Chamber's success proves what's possible.

Ready to 3X Your Team's Performance?

Book a discovery call with James Rores and explore how WINS can transform your team.

[Book Today](#)