

# PATH + WINS:

## How a Family-Owned Firm Built a Scalable Sales System

PATH is a market research and business management firm based in Columbus, Ohio, serving clients around the world. Founded in 1984 by Monica McKay, the company was built on a balance of academic rigor and real-world impact. Today, PATH is led by Monica's children, Sarah and Jonathon, who are committed to carrying forward her legacy while scaling the firm for the next generation.

As a family-owned business, PATH has always thrived on long-term relationships and client loyalty. But Sarah and Jonathon knew that relying on referrals and founder-led sales would not sustain their growth ambitions. To expand beyond organic momentum, they needed a system that would make sales predictable, scalable, and teachable.

That's when they partnered with James Rores and the WINS Model™.

*“Sales is the piece of the business that creates long-term sustainability. To have a system like WINS that makes it effortless—half the time selling, twice the impact—that’s unlike anything I’d experienced before.”*

Sarah Ahern  
Partner, PATH

### The Challenge

PATH had no shortage of reputation or credibility. With decades of success in industries like supply chain, manufacturing, and logistics, their name carried weight. But reputation alone wasn't enough.

- Sales conversations were too dependent on whether Sarah, Jonathon, or Monica was directly involved.
- Their offerings were difficult to articulate, often framed as “we can do anything.”
- Growth relied on referrals and recognition, not a repeatable sales process.
- The result was founder-heavy selling, unpredictable pipelines, and limited ability to scale.

*“James told us: it’s up to you to set the system. That message hit home. WINS gave us the framework to do it—and the confidence to know it will work beyond us.”*



Sarah Ahern  
Partner, PATH

### The Turning Point

When Sarah and Jonathon redefined their growth goals, they agreed that they needed a partner who could challenge their sales status quo and help them build a system capable of powering reliable growth.

WINS stood out for two reasons:

- 1. Sales as a leadership competency.** James reframed sales not as a series of activities, but as a form of servant leadership. WINS delivers a system that founders can tailor to their culture and customers, so others can carry the standard and deliver scale.
- 2. A value-first model.** With client partnerships lasting 30+ years, PATH needed a framework that promoted trust and sustained buying relationships. WINS aligns perfectly, ensuring every sale is not just a win-win but an exchange of value.

The WINS Model is the world's first servant leader-centric conversation framework for ambitious sales and customer-facing teams. Whether engaging a lone decision-maker or a complex buying center, WINS makes it simple and natural to achieve the “Four Agreements” of a successful buying decision—your buyer's WANTS, IMPACTS, NEEDS, and SOLUTION.

Before WINS	After WINS
Founder-heavy selling	<b>Leadership-first framework</b> that codified sales as a scalable system
Unclear product-service packages	Formalized, testable product-service packages that buyers could understand
Sales conversations felt heavy, complex, and inconsistent	<b>Effortless, repeatable conversations</b> using WINS' Four Agreements
Pipelines driven by referrals and reputation, not buyer alignment	<b>A scalable structure</b> that empowered outside support and freed the founder's time

## The Transformation

WINS quickly reshaped PATH's sales approach:

- **Formalized offerings.** Instead of "we can do anything," James pushed them to package services into testable, buyer-ready offerings with clear value attached.
- **Effortless sales conversations.** Using WINS' Four Agreements framework, Sarah and Jonathan could uncover urgency, impact, and fit in a fraction of the time—cutting selling time by 40% while doubling deal values.
- **Scalable support.** With a real system in place, PATH successfully plugged in outside prospecting, marketing, and tech support for the first time.
- **Market resilience.** While peers struggled in a down year, PATH outperformed and is on pace for its best year ever.

## Results That Speak for Themselves

- 🚩 **Revenue Growth:** Sales are up roughly **20%** year-over-year, putting PATH on pace for its best year in **40+ years**
- 🚩 **Efficiency Gains:** Average sales cycle time has been cut by **40%**
- 🚩 **Deal Value:** Average annual customer value has grown by **300%**
- 🚩 **Team Growth:** PATH maintained its lean labor model while upskilling existing team members into leadership roles to support rising demand.
- 🚩 **Cultural Alignment:** The sales process now aligns with PATH's relationship-first values, fueling growth without compromising its legacy.

## Why It Worked

The power of WINS lies in its values-driven design. For PATH, sales no longer means pitching, proposing, and defending. It means leading buyers through a simple, honest process that creates champions of change.

*“If you don’t want to be stuck in the revenue trap—crossing your fingers that enough deals close—you need the right system. James knows how to build that system.”*



Sarah Ahern  
Partner, PATH

## The Takeaway

WINS helped PATH escape the transactional trap of unpredictable, founder-led sales. By reframing sales as leadership, packaging their services clearly, and giving them a scalable system, PATH transformed selling from a burden into a growth engine.

Now, Sarah and Jonathon can honor their mother’s legacy while building a business that will be ready to scale for decades to come.

### Ready to Escape the Transactional Trap?

Book a strategy call with James Rores today and learn how WINS can help your business scale founder-led sales into a predictable path for growth.

[Book Today](#)