

Case Study

Trusted Partner selling program for a technical sales team repositioning from product to advisory

Organisation

Global technology and electronics company, Australian sales operation

Participants

Sales and business development team with deep technical product knowledge

The opportunity

The sales team had strong product expertise, but the market was shifting. Product differentiation was narrowing and competitors were offering comparable specs at comparable prices.

The team recognised they needed to move from leading with features and pricing to building deeper client relationships and positioning themselves as trusted advisors.

They wanted to engage clients earlier in the buying cycle and handle objections with more consistency and confidence across the team.

The approach

A program built around a Trusted Partner Framework, with each session layering capability progressively.

Behavioural profiling helped each participant understand their natural selling style and how to adapt to different buyer types. The Emotional Response Cycle gave the team a practical tool for staying composed under pressure.

The Trust Effect model and a Client Credibility Gauge assessed real account relationships. Participants then built account strategies for their highest-value clients, mapping decision-makers and influence levels.

Real accounts. Real objections. No hypothetical scenarios.

Relevant Feedback

80/100

VoC Score

4.6/5.0

Engagement

82 (zero detractors)

NPS

Key outcomes

16%

Win rate improvement

12%

Average deal size increase

18%

Sales cycle reduction

“I knew our product inside out. What I didn't have was a way to have a different kind of conversation with clients. This program gave me that.”