



# DI SPORTS TRAINING

## AT A GLANCE

### OPPORTUNITIES

- Needed improved sales, recruiting, and management systems
- Lacked formal sales training for inexperienced salespeople

### OUTCOMES

- Doubled monthly sales within one month
- Reached expansion goal within one year
- More than doubled revenues two years in a row

"We just had our best year ever again, thanks to the systems that Southwestern Consulting built for us. Thank you for helping build an infrastructure for our sales teams and management teams to be able to sustain the growth in sales for years after you worked with us! There is no way we would be where we are today without the sales training systems, recruiting systems, and management systems that Southwestern Consulting built for us."

### DAN M.

CFO, DI Sports Training

## CHALLENGES

While DI came to us with a strong brand, product, and culture, they were inexperienced in sales. They needed sales, recruiting, and management systems, as well as formal sales training for their five salespeople. They had a goal to expand from three to 10 locations.

## SOLUTIONS

After researching the various areas of need, Southwestern Consulting put a plan together including the following:

- Customized word tracks for each step of the sale
- Create a prospecting pipeline system
- Create a two-day DI Sales School
- Create a spaced repetition customized coaching program
- Revamp their marketing materials and website
- Create a recruiting and onboarding system
- Create a management system and protocol checklist

We also developed an activity tracking system to monitor sales activity. And we implemented an annual sales training program that included monthly half-day trainings, quarterly full-day trainings, and monthly new-hire DI Sales Schools.

## RESULTS

### Results One

After 30 days of the initial DI Sports Training Sales School, their sales went from five per week to over 50 for the month.

### Results Two

One year later, DI Sports Training had a team of over 20 salespeople and was in 10 locations and had its best year ever in revenue and profits.

### Results Three

Two years later, DI Sports Training over doubled its revenues again, had more than 30 salespeople in more than 15 locations. And the company continues to grow from the sales systems established early on.