



READING FOR EDUCATION CASE STUDY

AT A GLANCE

OPPORTUNITIES

- Lack of formal ongoing sales training
- Need for increased sales skills to hit goals

OUTCOMES

- Increased sales skills
- 35% increase in customer base
- Surpassed company goals



"Emmie Brown of SWC brought it! She asked questions to understand our needs and how to speak the language of our salespeople, connected with leadership and the salespeople quickly, had a disarming style, was organized with her message, and presented content that took our results to the next level! We can't wait to have SWC deliver our next Kickoff..."

DAVID CROOK

Vice President of Marketing
Reading for Education

CHALLENGES

For over 40 years, Reading for Education has helped elementary schools raise funds. While many of the approximately 30 salespeople have been with the company for a long time, the sales team has not had formal ongoing sales training. To achieve their goal of working with 10,000 schools, the sales team would need to increase their skill.

SOLUTIONS

Southwestern Consulting delivered a custom 1-day sales training seminar for the salespeople to kick off their selling season. The training focused on sales psychology, techniques for getting decision-makers on the phone, self-talk, bringing prospects to a point of decision, and time management.

RESULTS

The sales team grew from 8,000 schools to 10,800 schools using their fundraising program during the 2022-2023 school year, exceeding their goal by over 800 schools. This was in large part to the fast start that they got from the Sales Kickoff training delivered by SWC.