

FORTUNE 100 TECHNOLOGY COMPANY

Multinational technology company amidst transition needs sellers at their best

CHALLENGE

Support sales leaders as growth expectations increase, sales landscape is changing (new products and increased competition), and quota is increasing individually and for the team

SOLUTION

BetterUp Sales Performance coaching for mid-level sales managers globally (NORTAM, EMEA, and APAC)

RESULTS

+24%

Growth in **Stress Management**

+18%

Growth in **Goal Attainment**

+23%

Growth in **Coaching** behaviors

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I'm now having more 1-on-1 with individuals to discuss sales plan and challenges, encourage individuals to actively participate in discussion and share their insights, motivate them to think ahead and outside the box and develop ideas or solutions that help to close deals.

Participating Sales Leader