

CASE STUDY

How we elevated a European industry leader's sales performance.

## BUILDING OF EXCEPTIONAL STANDARDS

With CPM's 9 Peaks of Sales Program, we established a new corporate standard for our client's sales organization, elevating their performance in the market. Through cutting-edge academics and centuries of global business experience, our training sessions equipped them with invaluable skills and knowledge to gain a strategic advantage in the market.

## PRIORITIZING CRITICAL AREAS

The 9 Peaks of Sales program allowed our client to choose between 9 training modules. Through this flexibility we enabled them to prioritize areas critical to their sales team's success, whether it was mastering negotiation tactics, cultivating the right attitude and mindset, crafting a compelling value proposition, or refining influencing techniques.

## GOING BEYOND A TRAINING

Our commitment to our client's success didn't end with the training sessions. We provided ongoing support and coaching to ensure that the newly acquired skills were effectively implemented in the field. Our experienced sales coaches worked closely with the team, offering guidance, feedback, and encouragement, fostering a culture of continuous improvement and accountability.

Interested to learn more?

## CPM PEAKS OF SALES AT A GLANCE

You Get:

- High-impact training sessions
- Additional training material
- Ongoing support

You choose how far you want to go! From Sales Expert to Sales Master to Sales Genius.

Benefit from:

- Years of industry knowledge and expertise
- Cutting edge academics
- Continuous performance improvement

Level up your sales game!  
Join the hundreds of participants who have already taken part in this high-impact program.

Visit <https://cpm-group.at/peaks-of-sales/> for more info!