



Steve Krebsbach  
Chief Sales Officer  
The Sales Board  
14505 21<sup>st</sup> Ave N  
Plymouth, MN 55447

Dear Steve:

Our primary goal for training our customer relationship staff at BerganKDV was to align sales and operations with a consistent and repeatable customer communications process. We wanted to provide every member of our team with an easier method to support their clients and a common language that we could all share and continually improve our communication skills.

When we chose, the Action Selling Customer Relationship Professional (CRP), we expected to improve our client satisfaction and add revenue opportunities for BerganKDV. To our great surprise, we got much more than we expected. Within days following the initial launch of the CRP program, the office was alive with comments about how we were communicating on a better level, not just with clients, but with each other. Our internal sales and service teams have found a way to actually work better together and are driving to achieve the same commitment objectives more often.

I must admit that some of our leaders wanted to create a training program internally. What we realized is that effective training requires a lot of highly-effective pieces, parts and continuous reinforcement. With Action Selling CRP, every tool we needed for preparing staff to be trained, to conducting the workshop, to reinforcing the behaviors and measuring the learning that was acquired is already developed. This would have taken us thousands of hours to create. We quickly launched CRP ourselves with the aid of your incredible, complete program. Not only did everyone rave about the usefulness of the training, they complemented me on my expertise as a trainer. Thank you!

Most of our staff are operations folks. They didn't educate themselves with the intention of becoming salespeople. So, there is a lot of resistance to sales training. Because CRP, is positioned around developing communication skills that improve customer loyalty, the buy-in of our staff was easy to accomplish. Every person identified with the training scenarios and materials. I expected push-back, but that didn't happen.

With the cost to acquire new customer revenue at 5-7 times more than gaining revenue from current customers, the loyalty theme fit perfectly with our philosophy. Many of our clients only consume one service from us. So, the potential to add additional revenue to current clients is a huge opportunity for our firm.

Most CRPs have an anti-sales vibe. Yet at the same time, they have more contact with clients than our new business acquisition teams. The potential to drive revenue from current clients is unlimited with the new skills from CRP. If CRP is anything like what we have gained from Action Selling, it will be the best investment we could make. One of my experienced teammates grew his annual revenue production from \$389k before going through Action Selling to over \$1.2M last year. We are doing extremely well as a company and CRP will definitely keep us continue on this path.

Thanks so much for suggesting Action Selling CRP. We love it!

Lee Roberts, Sales Leader

A handwritten signature in black ink, appearing to read 'Lee Roberts', with a long horizontal flourish extending to the right.

BerganKDV

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