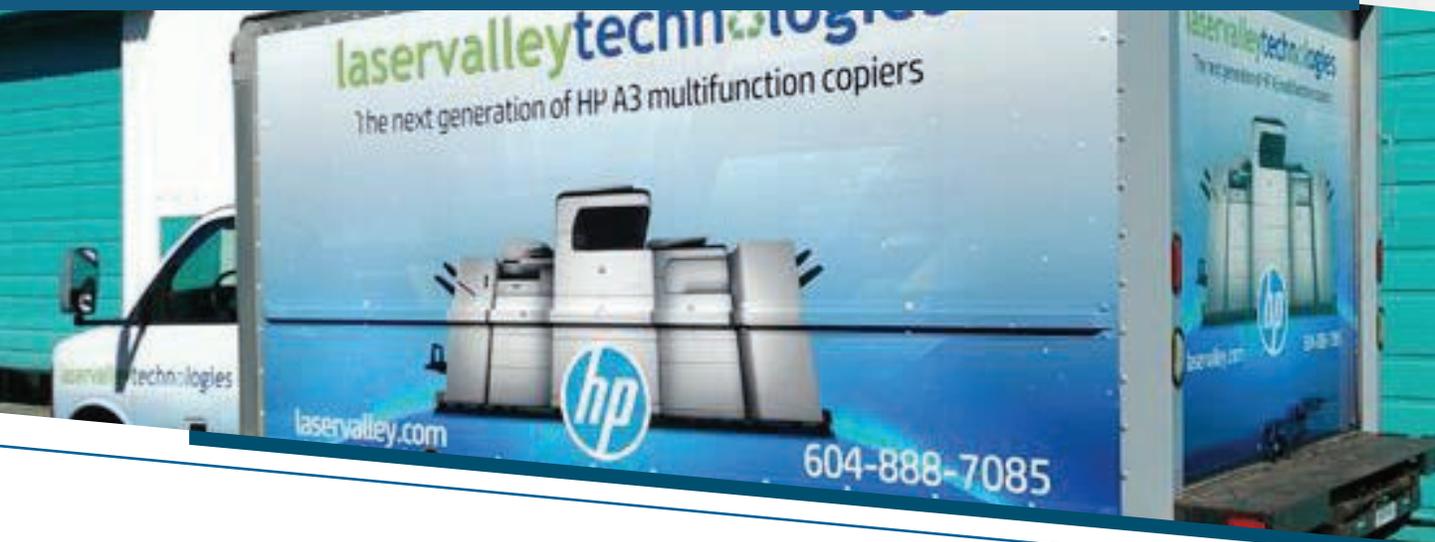


CASE Study • LASER VALLEY TECHNOLOGIES



NAME & POSITION: Perry Niehaus, Owner

COMPANY NAME: Laser Valley Technologies Corp.

TIME TRAINING ON PROGRAM: 21 months

LOCATION: Vancouver, BC



OBJECTIVES

- Grant teaches sales technology that is in complete alignment with my study of sales over the last 40 years.
- To have my staff learn this material from someone other than me is .extremely helpful.
- I wanted to see percentage growth and an increase in new and active accounts in our territory.



SOLUTIONS

- We rolled it out initially with 2 new sales people on the program for the first 7 months, then put the other 5 people in the sales department on it in April 2019.
- The staff are required to do 3 training units daily.
- I now have one of the Territory Managers conduct a sales training talk at each sales meeting in rotation.



RESULTS ACHIEVED

Sales:

- After 4 months on the program, one of our more experienced guys was up 39% compared to the last year, and the team's sales overall were up 41.2%
- More recently, the two original, new salespeople that I put on the program averaged about 30% territory growth prior to COVID-19



STAFF & CULTURE RESULTS

- My team has a greater willingness to train
- The new rookie sales people who are training consistently are out-performing the senior guys who were not training as much, thus getting their attention and showing that training is important and beneficial.

FEEDBACK ON SUPPORT FROM THE CARDONE TEAM

- I've been with Ryan and the Cardone guys, on the program since Sept 2018 and I love it. It's an absolutely brilliant platform. Just the knowledge on how to move the customer up a model to sell... that single piece of data... paid for the entire program. The content is incredible and to have another voice other than my own, Grant's, (that is in agreement with my selling principles and techniques) teaching them daily with this content is incredibly effective. I appreciate everything the team has done for us.

ABOUT THE COMPANY

- Laser Valley is a local manufacturing and services company within the digital imaging industry, focusing on laser printer toner cartridges, laser printer repair and support, and laser printer sales and consultation. Since beginning in 1992 we have grown to become a complete Printing Solutions Specialist company, full services and support for all products we sell and endorse.

