



Supporting Sales Teams with Education and Training

Selling Success Story, Training and Support

Using Label Works sales resources to train and support your sales team

Customer Situation

When a promotional distributor was looking to diversify their reach into new markets and add labels to their product portfolio, they wanted to ensure that their young sales team was prepared and educated to prospect for and secure new label business. Accustomed to working with customers on promotional campaigns and marketing programs, adding the label products as alternative advertising tools for promotions or for primary packaging was proposed as a great fit.

Solution

Using one of the Label Works sales reps as an expert and trainer, an interactive webinar was conducted for the team. They learned and discussed the top label markets in which to prospect and the key questions to ask when recommending a label solution. In addition, the new sales team was advised on various ways to use Label Works as a consultant during the sales process. From sales and presentation materials to joint phone calls and sales visits, the team was made aware of the opportunities to use Label Works sales reps and resources. The customer team quickly added new clients, attaining incremental sales.