



SALES FOUNDATIONS TRAINING CASE STUDY: CAYUGA DISPLAYS

THE CLIENT

Based in Ontario, Cayuga Displays has manufactured quality retail food and beverage displays for over 20 years.

They've built their reputation by understanding their customers' needs and providing innovative, high quality solutions that create environments that encourage customer engagement and increase sales of food products.

Quotes through case study from:
RICK SCHOTSMAN
President, Cayuga Displays



THE CHALLENGE

The team at Cayuga Displays strives to stay connected with their food retail customers and the changing marketplace. Over several years, the way consumers shop for food has changed. This presented a direct impact to the buying practices of Cayuga Displays' food retail customers.

Consumers, **Changes in their buying practices**

- Food shopping is focused on experience and aesthetic
- Individuals have more food service options than ever

Food Retailers, **Changes in their buying practices**

- Further along in their buying journey and their understanding of needs
- Focused on purchasing food retail solutions that match their vision for serving their customers
- Desire to work with suppliers who understand consumer shopping patterns and store design needs

IDENTIFYING GOALS >

Cayuga Displays recognized their sales strategy and processes must adapt to a modern end user buying experience in order to stay ahead of their competition. This included modernizing staff skills company-wide in order to provide the best food retail customer experience. As a medium-sized company with long tenured team members, many staff were actively involved in different areas of the sales cycle.

“It was important we train everyone in the right way to conduct sales. We needed a training partner that would take an organizational approach to our sales strategy.”

CREATING A PLAN >

Cayuga Displays chose to enlist a partner to provide sales training to their entire customer facing team that was relevant to their industry and custom fit to their business. As a unique company with unique needs, Mr. Schotsman wasn't looking for a cookie cutter solution to wedge into his business. Instead, he looked for a solution with content that was custom fit and adapted to his business and team's needs.

“SalesEvolve was a great match for us because they took a customized approach to training our people. They didn't force a methodology that might not have been the right fit for our business.”

BUILDING A FOUNDATION >

SalesEvolve spent time getting to know the Cayuga Displays staff, the business and the markets. The training program's modules and activities were tailored to Cayuga Displays' needs, industry, target customers and more importantly, for their people.

“We appreciated that SalesEvolve took the time to get to know our business and our people before providing training. We felt that other solutions were offering the same training and methodology to all kinds of different businesses and that wasn't the right choice for us.”

EXPERT TRAINING ✓

SalesEvolve's goal is to combine training with team building opportunities delivered by subject matter experts who are genuine, experienced and approachable. It's equally important to provide the right amount of engagement, information and interaction throughout each training session.

“SalesEvolve made an effort to keep an upbeat mood, provide a variety of materials and activities and ensure that our team was able to laugh while they were learning!”

BUILDING A TEAM ✓

By encouraging the team to work together within the training sessions, staff naturally apply what is being taught into their daily interactions and activity. This was especially important for Cayuga Displays due to the amount of staff across various departments involved in the sales cycle.

“We wanted everyone who is working with our prospects and customers to have the same level of communication, strategy, messaging and customer service. SalesEvolve's focus was on us becoming a sales oriented organization instead of simply training the sales team only.”

A COMPREHENSIVE APPROACH ✓

Taking a whole business approach, building a customized training solution and keeping participants engaged was only part of the solution. SalesEvolve's program was comprehensive, providing step-by-step instruction and direction through the entire customer sales cycle. From strategy, prospecting to qualifying, opportunity management, objection handling, quoting, closing and after sales support, no aspect of the sales cycle was overlooked.

“It was eye opening for our team to understand all of the moving parts in a sales cycle. SalesEvolve was able to break down the complexity of sales and help our people to confidently navigate and be more successful in helping our customers.”

THE RESULTS

The outcomes for Cayuga Displays have been exemplary. Their team is now focused on their most profitable products while sales opportunities are moving through the pipeline more efficiently. Their entire team has an increased customer focus and renewed their dedication to knowing and serving their customers better.

“SalesEvolve's training program helped us to better understand both our customers and ourselves. In the end, sales is really about people and we felt that SalesEvolve really understood that. They helped us to identify what we do well, where we could improve and to better understand our customers and how they buy. We highly recommend SalesEvolve and we thank their team for their efforts.”

Rick Schotsman
President, Cayuga Displays