



## **MACH 1 GLOBAL Successfully Increases Sales Revenues and Customer Satisfaction with Consultative Sales Academy's Consultative Sales Certification Training Program**

### **BACKGROUND**

Mach 1 Global Services, Inc is a provider of unique, highly personalized international transportation and supply chain solutions with over 30 company-owned locations in North America, China, Hong Kong and India servicing our clients worldwide. Mach 1 Global Services offers a full portfolio of logistics and international and domestic transportation services via air, ocean and ground to origins and destinations across the globe. Now celebrating their 25th year of service, Mach 1 is supported by world class operating partners in all other geographies and is committed to expanding their footprint globally in 2013 and beyond to meet the evolving needs of their clients.

### **CHALLENGE**

As a premier provider of highly personalized logistics and transportation services, Mach 1 was determined to regain market share and revenues hurt during the recession. Sales and revenue goals for 2012 were set to reach the levels of pre-recession highs. Mach 1 leadership and sales management realized the need for comprehensive and forward thinking sales training that would support their personalized approach suited both for very experienced sales professionals as well as for newly hired sales and account management staff with little sales experience. Additionally, Mach 1 had a preference for a sales training organization that had experience in training logistics and/or transportation service providers, and one with a proven track record of effecting real change.

### **SOLUTION**

After reviewing various sales training solutions, Mach 1 leadership decided to select Consultative Sales Academy's Consultative Sales Certification (CSC) Training Program for an initial pilot course for a hand-picked group of sales professionals representative of their entire sales force. CSC Training has the additional benefit of being a blended e-Learning and live training program which is a significant advantage for Mach 1 with its sales force located in across North America working remotely from their Tempe, AZ headquarters.



## **RESULTS & BENEFITS**

In utilizing Consultative Sales Academy's CSC with a pilot group, Mach 1 quickly established that this program was making a dynamic change in the way their sales people were planning and executing their sales efforts. Sales revenues increased, for some in the pilot group by 40% and 50% within a few months, and the members of the pilot group were additionally motivated to go the extra mile for their clients as they acquired new, deeper skills and knowledge in understanding who their client were, able to more efficiently and more quickly develop new business as well as expand business with existing clients.

Approximately at mid-point of the ten month program, Mach 1 made the decision to roll out the CSC Program to their entire sales staff, and as recognition of the importance of aligning sales efforts with operational optimization, Mach 1 also charged Consultative Sales Academy to provide a Consultative Sales Coaching Certification Program for their operational District/Station Managers and Regional Vice Presidents of Operations.

With renewed vigor and enthusiasm of its sales force and sales management, Mach 1 reached its goal of revenue levels last seen before the recession. Consultative Sales Academy's Chief Trainer Tom D'Agostino and Program Developer and Trainer Marcia Gauger were invited to present and introduce the 2013 Program at Mach 1's yearly Kick-Off Conference at the beginning of January for all 46 participants involved as well as all headquarter staff, even those not involved in sales or operations.

The co-ordinated , long-term training program, the goal of which is real, long-lasting behavioral change for both sales and operations, will guarantee further increased sales, customer satisfaction and more repeat business based on the philosophy that all client-facing personnel are in the business of sales, and therefore optimal customer satisfaction. Mach 1 is dedicated to applying this approach to all levels of their business as they follow their goal of being a highly personalized and unique service provider.