



## World-Class Sales Enablement Services

True Sales Results (TSR) was founded in 2006. Our mission has always been to help B2B technology sales teams learn how to engage and sell more effectively.

Our clients are typically disruptive, rapidly growing software companies that are seeking a highly successful exit in a 2-4 year window.

### Sales Onboarding Programs



## Expert Practitioners

We're practitioners with real-world experience in enterprise technology B2B sales leadership roles.

All of our Principal Consultants have a minimum of 15 years technology sales leadership experience.

Why is that important? We've walked in your shoes...lived with the stress and pressures that a VP of Sales is under at all times. We have the requisite field sales battle scars to prove it.

### Sales Academy Design & Implementation



## TSR Client Testimonial

*"We simply wouldn't have gotten the valuation that we did if we hadn't have worked with True Sales Results (TSR)."*

*We got faster at closing deals, smelling inflection points and super sizing our deals over the last 3 years."*

**- Cybersecurity CSO Quote (\$400M acquisition with 5.3X multiple)**

### Kickstarting Stagnant Sales



# An Overview of True Sales Results

## Sales Enablement:

We build and deliver award winning sales enablement content and Sales Kickoff (SKO) training programs. We'll identify the key sales skills your sales team needs to more effectively engage and sell to your target customers. We rapidly capture the tribal knowledge from your top performers through our deep dive discovery process. We then develop and deliver relevant sales enablement content using progressive methods such as online video, sales playbooks, experiential sales learning workshops and more... all designed to make your sales reps as productive as possible. Your sales team, including sales managers are certified via an end-to-end experiential learning based sales bootcamp.

[Click Here for More Info:](#)  
[www.truesalesresults.com](http://www.truesalesresults.com)

## The Problems We Solve:

We work with CEOs and VPs of Sales at rapidly growing software companies every day. We can hear them tell us that they are encountering the same sales challenges and struggles.

### Common Sales Challenges:

- New Sales Rep onboarding and ramp up process taking too long
- Too many under performing sales reps
- Unpredictable and inconsistent sales performance
- Inability to achieve sales growth model
- Losing tribal sales knowledge that can never be reclaimed
- Overall sales win rate is too low
- Sales rep attrition rate is unacceptably high

## How We Do It:

Our secret sauce for creating and delivering high quality sales enablement content and training has been developed and refined over the past 12 years. We've worked with scores of the hottest and fastest growing B2B technology sales teams out there.

### Our Methodology:

- Deep dive sales discovery methodology second to none
- Progressive sales frameworks and methodologies tailored to fit your needs
- Custom Sales Playbook deliverable that will become your field sales bible... not collect dust
- Exceptional Sales Training that shows the best ways to optimize your sales performance
- Capture Sales Best Practices Video Vignettes

### Proof Points:

- Significantly improved win rates from 10%-50%
- Increased average deal sizes by 50% to 10X over two years
- Reduced new sales rep ramp up by 20%-60%
- Improved forecasting accuracy by 20%-40%



Don't take our word for it. See what our clients have to say about us and our work.

[www.TrueSalesResults.com/testimonials/](http://www.TrueSalesResults.com/testimonials/)

