



Forte, based in Kansas USA, helps sales organizations create energizing and effective work culture through the power of Strengths, helping them to up their game and deliver even more.

Their expertise lies at the intersection of how work is evolving and in the discipline of positive psychology. They deliver high-energy team workshops, coaching and leadership development experiences, as well as cutting-edge strategy consultancy.

Sales-Motivations, based in the UK, offer a range of evidence based, proven, sales psychology solutions to help people who sell to grow their motivation, resilience and ability to deal effectively with challenges and set-backs, leading to higher sales performance. These solutions are effective for anyone who sells, whether this is their full time role or just a small part of what they do.

Morgan Hunter, a client of Forte, was founded in 1986 and is Kansas City's leading employment & staffing agency. What began with just three employees has grown to employ more than 45 associates providing staffing solutions for the accounting & finance, administrative, human resource, information technology, sales, marketing and advertising industries.

As a result of attending a joint Sales-Motivations and Strengthscope webinar, Forte decided to partner with Sales-Motivations. This is what Mike Miller, Chief Engagement Officer and Co-CEO at Forte had to say about the experience;

What made you decide to partner with Sales-Motivations?

I have seen a lot of sales training materials in the nearly thirty years I have been in sales. Nothing else speaks to what I would say is one of the greatest competitive advantages in the selling situation: How the sales pro 'shows up'. For those who want a higher level of effectiveness , or some advanced training, more than just probing and closing, Sales-Motivations is a great fit.

How does the Sales-Motivations program help your clients to boost sales?

In my experience it has helped them bring more mindful resources to the sales situation. They are made more aware of and can act on their personal strengths, energizers, and other practical tools to keep them focused on achieving greater success, rather than getting stuck in a rut when they hit challenges and set-backs. Having the tools of the Sales Motivations program enables sales pros to take their game to the next level.



Beyond the program subscriptions, what opportunities does partnering with Sales-Motivations offer you to generate additional revenue streams?

The main opportunity for revenue beyond the subscriptions is in virtual or live coaching and facilitating opening and closing workshops. It can also lead to more in-depth sales team training activities, such as in team productivity.

What is it like working with Sales-Motivations and what level of support do you receive as a partner?

It's been great to work with Bryan and his team. He has shown a true level of responsiveness and expertise that you want in a business partner relationship. I would highly recommend partnering with the pros at Sales Motivations.

What projects have you delivered for your clients?

One of our first projects was with Morgan Hunter, one of the largest, most recognized recruiting firms in the Kansas City area. Their success is built on 30 years of recruiting high-performing professionals for some of the area's most respected organizations providing staffing solutions for the accounting & finance, administrative, human resource, information technology, sales, marketing and advertising industries.

Forte has been working with Carol Schmidt and Julie Davis, in Human Resources at Morgan Hunter, for several years. As an ambitious and growing organisation they are always interested in developing their staff to increase productivity, so when Forte suggested that the Sales-Motivations program could help them do this, they were very interested in learning more. This is what they had to say about their experience.

What was the business challenge that you hoped to overcome?

As a recruitment company, to continue to be successful, we need to market and sell our services to clients and candidates, which is an 'inside sales' job really.

Cold calling is a big part of this and we wanted to help our staff overcome their reluctance to cold-call, overcome their personal obstacles and to make it more enjoyable for them. Doing this adds directly to our bottom line.



What made you decide to go ahead with the program?

A big factor was that we thought it would be beneficial for everyone, by helping them to develop higher levels of resilience.

What advice would you give to anyone else considering using the Sales-Motivations program?

We found that bringing the program into team based activities was helpful and the workshops and coaching that we received around the program from Forte was very valuable, so we would recommend doing that in any implementation.

What have been the results of the program?

Overall activity levels are higher and I can definitely say that we are doing more sales now. Doing the program has made us much more aware of our own mind-sets and psychology when making calls.

Our people are much calmer now and they stay more positive rather than reacting in a negative way when things don't go to plan. We often refer back to the tools and techniques from the program to help us deal better with the pressure that comes with the job.

Another result is that we all have model ants on our desks now! We got them to remind us to watch out for the unhelpful 'automatic negative thoughts' that the program has made us aware of.

Partnering & Recruitment Industry Case Study

Forte and Sales-Motivations working with Morgan Hunter



For more information please contact;



Forte

Mike Miller
13725 Metcalf Ave Ste 235
Overland Park,
Kansas
KS 66223
USA

Tel +01 (855) 367-4493
Web www.beforte.com
Email mike@beforte.com

Sales Motivations

Bryan McCrae
39, Damer Gardens
Henley On Thames
Oxfordshire
RG9 1HX
UK

Tel +44 0845 531 4125
Web www.sales-motivations.com
Email bryan@sales-motivations.com