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CASE STUDY

National Training School Doubles Sales

CHALLENGE

The National Training School has been providing security training courses for manufacturers, dealers and integrators. Their goal was to double sales and obtain ideas on what type of marketing to conduct to accomplish their goal.

SOLUTION

After evaluating the courses and existing marketing plans we were able to create a new plan and target. Rather than marketing to individuals we had the president of NTS completely re-position his go to market strategy. We helped him develop a marketing campaign targeted to manufacturers of complex systems. By reaching out to them he was able to fill rooms of students versus one seat at a time.

RESULT

The process took less than three months and in less than one year the company's sales doubled.

REFERENCE

See the letter from Charles Aulner, president of the National Training School.

December 14, 2006

Sandra Jones
Sandra Jones & Company
10100 Sherman Road
Chadron, OH 44024

Hi Sandra:

Thank you for doing such an unbelievable job for my company. I have some words to describe the work your staff performed for my organization.

Greatly exceeded expectations. I had hoped your guidance would result in a significant increase in sales for my company. Instead, you delivered tremendous sales growth for National Training Center, within a very short time period.

Clarity of Vision. You have taken the difficult task of "Increasing Sales" and provided a clear vision of success strategies. National Training Center implemented your strategies and the results we obtained were outstanding. Our results greatly exceeded the aggressive projections we established.

Future Planning. The planning and marketing strategies you developed for us at National Training Center give us a clear path for continued future growth.

Unsurpassed Networking Opportunities. Your efforts helped my company land opportunities which were previously beyond our reach. Sandra Jones's professional network is unsurpassed in the industry.

The services your company provided for my staff at National Training Center, has directly resulted in tremendous sales and opportunities. The path to success starts at Sandra Jones & Company. You truly are the holder of the keys to real success in the low voltage industry.

Thank you for all you have done for National Training Center.

Sincerely,



Charles Aulner
President
National Training Center