



Connie Dieken

transforming LEADERS into INFLUENCERS

## CASE STUDIES

# Reenergizing Sales Teams to Win in the Face of Economic Challenges in Hospitality

The largest hotel supplier in North America chose Connie Dieken to deliver a keynote to their 700 top performers at the company's annual sales rally.

The company is privately owned with a long history of commitment to their customers since 1865 and services most of the nation's major hotel chains.

## Client's Goals

The client read Connie's book, *Talk Less, Say More*, and the message resonated so well with what the company wanted to achieve, they brought her in to reenergize and inspire the team to outperform themselves in the year ahead.

## Main Challenges

Although the company as a whole was having a fairly good year, some sales people were having mixed results due to the challenging economic climate. Customers were reporting layoffs and expressing negative sentiment in the years ahead.

And adding to the economic uncertainty, there were other personnel challenges that needed addressing such as career growth.

They also wanted to balance their global strategies to stay ahead of the competition with their desire to maintain their culture of openness and cooperation.

## QUICK FACTS



Industry: Hospitality

Audience Type: Sales

Audience Size: 1,000

## Connie's Solutions

With such a mix of challenges to contend with, Connie strategized that in order reenergize and inspire the team to move past the economy, past the competition, past themselves, they needed to bring the focus back to connecting with their customer.

## Results

Connie helped the sales team by seeing in focusing on the customer and their needs, your needs get met in proximity to your commitment to them. In this type of environment, building trust and commitment is key to developing skills to influencing others, which is a critical sales skill in instances where deals die on lower bids.

Connie's message helped to demonstrate to her audience the power of influence and sales. She provided actionable steps for teams to integrate into their own techniques.