

# Specialized Technology Case Study

## Fuel Cell Technology

This company is a leading provider of advanced power solutions for portable, remote, and mobile applications. Their patented systems are designed for end-users in defense or commercial markets that are under-served by batteries and small generators. They can proudly say that every single component of their product line is made in the USA.

SaleFish Client 2012 - Present

## Summary

This company had a really solid business, but they knew they hadn't realized their full potential. They wanted to transform their mostly inbound business through government contracts, to a more aggressive outbound model where they felt there was an untapped market. To do this, they needed to scale their sales team, which at the time consisted of the leadership team. With no access to a worthy candidate pool and no sales methodology, enter SaleFish, LLC.

**Sales Training & Coaching Program**  
**Management Training Program**  
**Intensive Prospecting Workshops**  
**Executive Recruiting & Interview Consulting Services**

While working with us, this firm  
grew

**\$1M-\$9M**

in 4 years

**3-200**  
**clients**

in 4 years

**Opened up  
International and  
incremental  
Government Markets**

## Who is SaleFish, LLC?

Lovers of sales, growth minded, engaging and client focused. We are a premier Sandler Training affiliate specializing in helping sales organizations implement strategies and tools to achieve their goals. Headquartered in Framingham, Massachusetts, with locations in Boston and Hawaii, we believe in providing small and large organizations the opportunity to up-level their sales performance and achieve excellence.

“With Sandler Training, I have learned how to manage the sales process and more efficiently uncover the challenges and goals that are facing my clients.”

David A., Sales Professional

