

# Technology Manufacturer Case Study

## Technology Manufacturer

Global Fortune 100 Technology leader creates security solutions that help business and consumer, alike, keep their data safe. With over 100,000 clients, they are constantly innovating and adapting to the cyber world of the future.

SaleFish Client 2014 - Present

## Summary

Being a leader in the technology space is hard. Staying a leader is even harder. Typically a strong and steady performer, this Firm came to SaleFish, LLC with strategic initiatives around growth in marketshare and culture. They viewed their Sales Teams as the strongest opportunity for accelerated growth and wanted to create a culture of shared methodologies and values. They have taken advantage of the following Sandler programs:

- Sales Training & Coaching Program**
- Channel Account Manager Program**
- Prospecting Workshop with Intensive Lead Campaign**
- Sales Management Program**
- Sales Playbook creation**
- New Hire OnBoarding Program**
- In-depth team assessments**

Working with us, this Firm saw a

24% ↑

in \$100K+ transactions

48% ↑

Net New Bookings

37% ↑

Total Bookings

Promoted

3

"Sandler Ninjas" into  
Leadership roles

## 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

