

# Client Case Studies



Proven solutions that move  
the performance needle

**Assess Needs**

**Grow Revenue**

**Satisfy Customers**

**Create Leaders**

**Manage People**

**Optimize Projects**

**Measure Results**



The Exact Expertise to Ignite and Sustain Performance™

## Client Case Study Sales Negotiations Global Technology Company

### Background

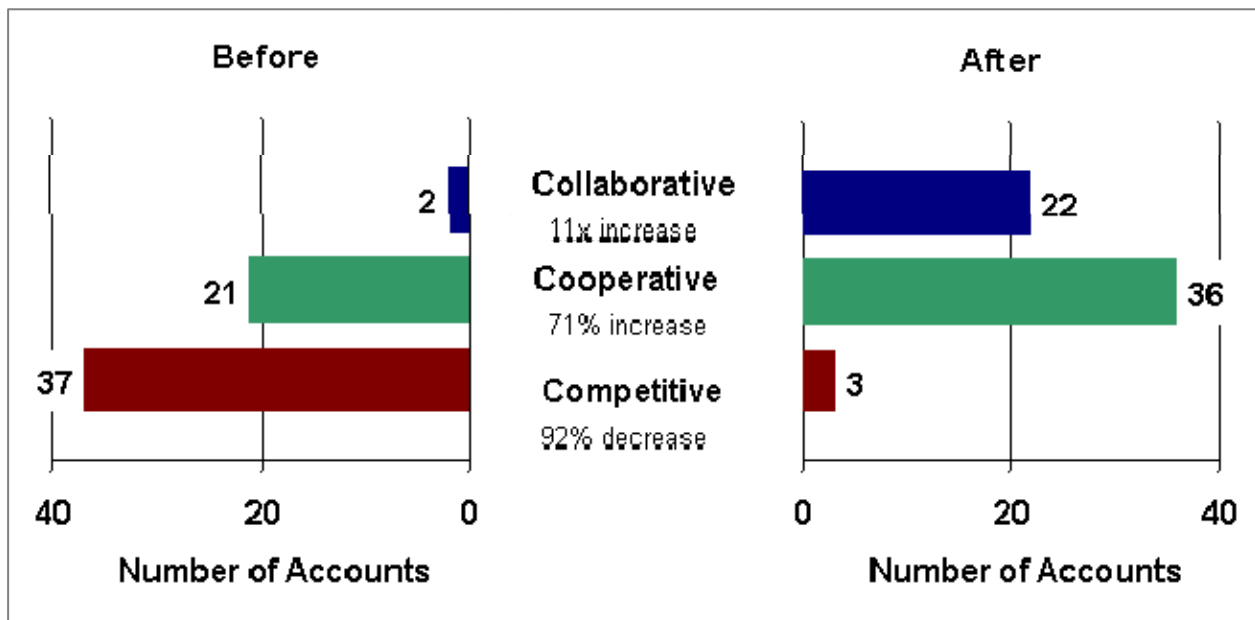
This global leader in computer and technical services wanted to increase the quality of relationships to drive better long term results. They believed that the key to profitability involved both selling effectively and negotiating a favorable outcome for both the buyer and the seller.

### Approach

1. Identified the key negotiations metrics to move.
2. Designed and delivered a training session targeting the key negotiation skills related to those metrics.
3. Followed a proven 12-week sales performance negotiations coaching process.
4. Measured the results.

### Approach

Our sales negotiations solution allowed them to increase their 3 key relationship metrics across the board.



GET MORE  
SOLUTION  
DETAILS



HAVE AN  
LSA EXPERT  
CONTACT ME

GO TO  
LSA GLOBAL  
WEBSITE

Call Us Toll-Free 800.889.6452

Copyright ©2010 LSA Global. All Rights Reserved. All copyrights, trademarks, service marks and product names are copyrights, trademarks, service marks, or registered trademarks of LSA Global or its Partners.



## The Exact Expertise to Ignite and Sustain Performance™

*"I have learned to not just roll over and cave in to demands. To listen to what our clients have to say and identify what they really need vs. what they say they need, and negotiate an appropriate value."* **Business Development Manager**

*"I definitely feel better prepared and more confident going into meetings. It certainly has helped me in the deals I have been involved with AFTER the session."* **Regional Specialist**

*"The Tools are fantastic tools! Also, how to make counter demands to customers and actually say "no" with the rationale behind it. Saying "no" is difficult but with what I've learned in class it's becoming easier."* **Sales Specialist**

---

GET MORE  
SOLUTION  
DETAILS



HAVE AN  
LSA EXPERT  
CONTACT ME

GO TO  
LSA GLOBAL  
WEBSITE

Call Us Toll-Free 800.889.6452

Copyright ©2010 LSA Global. All Rights Reserved. All copyrights, trademarks, service marks and product names are copyrights, trademarks, service marks, or registered trademarks of LSA Global or its Partners.



The Exact Expertise to  
Ignite and Sustain Performance™

## We help make companies more competitive through people.

Founded in 1995 on the principle that training "by itself" will not drive tangible change or business results, we work with a select group of clients to get the most out of their people. Every training and consulting solution we provide increases revenue, decreases costs, or raises productivity.

### Who we work with

Our clients are typically mid-market business leaders who believe that investing in people is vital to their success. The majority come from the high-tech, life-sciences, and service industries and often lack the internal resources or expertise to get the job done. They want more than what traditional training and consulting approaches can deliver.

### What we do

We get results. Our one-stop-shop offerings range from creating a high performance culture, to outsourcing the training function, to designing and delivering targeted learning solutions. We excel in seven key practice areas: assessment, sales, loyalty, leadership, management, project management, and measurement.

### How we do it

We partner with our clients in a way that makes sense for their unique situation. First we identify the key metrics they want to improve. Then we assemble a dedicated team of experts who have successfully solved similar problems with similar clients. Our expertise and flexibility allow us to move the performance needle faster and farther than anyone else in our industry.

### Our Guarantee

We are fiercely devoted to the success of our clients and guarantee results.



The Exact Expertise to  
Ignite and Sustain Performance™

## Our clients tells us that we are different.

Our clients tell us that we save them both time and money. Our clients tell us that they appreciate access to certified best-in-class experts who help them to move the needle.

### Our sales clients

confirm that they have grown sales by 40%, increased units sold by 42%, increased average pricing by 12%, and closed over 50% of their pipeline.

### Our customer loyalty clients

confirm that their customer revenue per household increased by 18%, repeat calls decreased by 48.4%, single contact resolution increased by 6.1% and their overall customer satisfaction increased by 10%.

### Our leadership and management clients

decrease their costs by up to 50%, increase speed-to-productivity by 60%, accelerate promotions by 20%, decrease unwanted attrition by up to 40%, and report an additional \$13m to their bottom-line.

### Our project management clients

inform us that, by regularly completing projects that meet or exceed expectations, they have become an anomaly in the world where most projects disappoint or fail.

Request an LSA Expert  
**Contact Me** >

LSA Client wins 2010.. **Learning LEADERS** 2010  
Bersin & Associates  
Leadership Development Program  
Excellence Award  
[Learn More](#) >

**Health Check**  
Get FREE Best Practice Diagnostic >

**Voice of the Customer**  
See What Our Clients Say >



The Exact Expertise to Ignite and Sustain Performance™

## Representative Clients

We are fiercely devoted to the success of our clients and proud that over 85% of our business comes from repeat business with satisfied clients.



97.5% client satisfaction

98.2% recommend LSA

98% solution satisfaction

129% knowledge gain

800+ Assessment and Measurement Projects

45+ Client Case Studies

100+ Client Testimonials

Top 10% Certified Experts