



Forward-46 Case Study #1

Reigniting Sales with Strategy

How Tailored Training Transformed Revenue Performance

Client Profile:

- A \$1.3B oil and gas company with over 2,000 employees was struggling with flat sales. Key stakeholders included the Corporate Trainer, Field Sales Leaders, the Corporate Training Manager, and the COO; all seeking a scalable solution to regain market share.

Challenge:

- Sales teams were consistently underperforming, leading to declining revenue.
- Competitors were gaining ground and capturing market share.
- The company lacked a formal sales training program to support performance.
- Training had been reassigned to a corporate team skilled in call center onboarding and development, but lacking field sales expertise.

Solution:

- Designed and delivered an Advanced Sales Training program tailored to real-world sales challenges.
- Planned a strategic program rollout to the existing teams across national regions.
- Developed a company intranet resource to centralize sales and marketing materials.
- Created a feedback loop via surveys to ensure continuous program improvement and alignment with field needs.

Strategic Process:

- Full Operational Review
- Gap Analysis and Opportunity Identification
- Stakeholder Engagement
- Timeline Development



Strategic Process, cont.:

- Scalability Planning
- Midpoint Alignment

Each phase was designed to ensure stakeholder alignment, field adoption, and scalability from pilot to enterprise-wide implementation.

Quantified Time and Deliverables:

- 40 hours from kickoff to full program delivery.
- 2.5-Day Advanced Sales Training Program designed.
- 150+ Slide, 10 module Presentation Deck created for modular delivery.
- Facilitator Script and Guide developed for easy use by trainers.
- Final Exam written to assess knowledge retention.
- Individualized Sales Playbook built for field implementation.
- New Program Implementation Plan created to guide pilot rollout and full deployment.
- Stakeholder Feedback: Full approval from Corporate Training, Field Sales, and Executive Leadership.
- 100% leadership approval upon final review.

Quote:

- “From the very beginning, Adam’s professionalism, expertise, and ability to connect pieces of a process made a significant impact. He didn’t just offer solutions, he reassured and guided, ensuring every component seamlessly aligned with the program’s overall objectives.”
 - Corporate Trainer

Conclusion:

By taking a flexible, tailored approach, we empowered the client to launch a scalable, high-impact Advanced Sales Training program. The result: improved internal capability, stronger sales performance, and a foundation for sustainable growth in a competitive market. Leveraging a fractional model allowed the client to tap into seasoned executive strategy, without the overhead of full-time hiring.