

CASE STUDY

TOM FRY OF THE MOSAIC COMPANY

"From Commodity to Solution." How flexibility and insight from Engage helps a business sell with renewed vigor.



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Tom Fry, Sales Manager, The Mosaic Company

American-based Mosaic is a global company in the agriculture sector with ambitious plans. Its premium-grade fertilizer products are a key part of Mosaic's goal of being the best crop nutrient company in the world. That work is underway, but to reach their goal, there were barriers that needed to be overcome first.

"You can't fake confidence in sales," explains Tom Fry of Mosaic. "When we first set out, we saw an unmet need of sales tools and skills that were lacking." In addition to tools Mosaic developed in-house, the firm made a strategic decision to invest in sales training and coaching so that both its sales staff and its retail-based customers would be better equipped to sell its premium line of products with greater confidence, emulating the best practices of top-ranked sales professionals.

When Mosaic chose Colleen Francis and Engage Selling for sales

training and coaching on this project, the outcome was a unique, highly collaborative effort. "Colleen takes seriously the importance of understanding the specific needs and goals of clients," says Fry. This made a difference right away for Mosaic, because Engage demonstrated significant flexibility in developing a highly customized product, incorporating a wide range of tools that Mosaic had developed internally into the training session for staff.

Flexibility, collaboration and communicating time-honored selling skills in a personable manner are among Colleen's greatest strengths, says Fry. "She doesn't pretend to be the subject expert on the technical aspect of our business. Instead she makes great use of input from subject matter experts, fused with her own deep knowledge of sales, to help our staff discover how they can overcome buyer objections and become better salespeople."



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“TODAY, THANKS TO THE WORK OF ENGAGE SELLING, WE HAVE GREATER CONSISTENCY AND GREATER CONFIDENCE IN OUR SALES ORGANIZATION AND THAT MEANS BOTH OUR SALES STAFF AND OUR RETAIL-BASED CUSTOMERS CAN SELL OUR PRODUCT PERSUASIVELY, MAKING A SOLID CASE FOR THE GREAT VALUE WE OFFER AND FEEL GOOD ABOUT IT. THAT’S WORTH A LOT TO US.”

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For Mosaic, sales training and coaching is an investment in the future. It continues to thrive in the highly competitive agriculture sector because thinking strategically is part of its corporate DNA.

“The metric we have our eye on isn’t about sales this year, it’s about what we see coming down the line,” says Fry. “Today, thanks to the work of Engage Selling, we have greater consistency and greater confidence in our sales organization and that means both our sales staff and our retail-based customers can sell our product persuasively, making a solid case for the great value we offer and feel good about it. That’s worth a lot to us.”



ABOUT COLLEEN FRANCIS

Colleen is driven by a passion for sales – and results. A successful sales leader for over 20 years, she understands the challenges of selling in today’s market. Clients who work with Colleen note her frank, no-nonsense approach to solving problems and addressing opportunities. Colleen has become renowned for her practical strategies and use of measurement and accountability to inspire sales team results.

Colleen has been distinguished as a Certified Sales Professional (C.S.P.) and an inductee into the Speaking Hall of Fame. Sales and Marketing Magazine has called Colleen and Engage Selling: One of the top 5 most effective sales training organizations in the market today!

Find out how Colleen’s training programs can make an immediate and lasting impact to your results.

Contact us now at [1-877-364-2438](tel:1-877-364-2438) or go to www.EngageSelling.com



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