

# CASE STUDY

## DR. JOSÉ LAUREL CROSS OF ERICSSON

Making the transition to Executive-level sales and achieving chart-breaking success, thanks to one-on-one coaching from Colleen Francis of Engage Selling.

**"By the end of my first year working directly with Colleen at Engage Selling, I exceeded my sales target by 161 percent...It was no fluke. Stick with the process and be disciplined in exercising what you learn in coaching and the great results keep coming." – José Laurel Cross, Director of Sales, Ericsson**



## ERICSSON

For a professional moving up in the ranks of a large enterprise, taking on executive-level responsibilities for the first time requires a shift in business habits and in the way that selling is handled. Dr. José Laurel Cross discovered this first-hand when she made the move from account management into a more senior position as Director of Sales at Ericsson. Straightforward selling to clients became a thing of the past, replaced by a much more complex dynamic of relationships among the senior level of her client groups.

For Cross, it signalled that it was time for some new thinking.

To improve her skills, she sought out professional advice tailor-made

to suit her needs, and after an extensive search, she chose Colleen Francis and Engage Selling. "The generous amount of useful material and sales tips on Engage's website first drew my attention," says Cross. Furthermore, the extensive use of online video adopted by Engage for training and marketing made a lasting impression on her: "Personalized selling is everything, and thanks to video, I felt I knew Colleen even before we ever met face-to-face."

As a member of Engage Selling's Sales Leader Coaching Program, Cross gained special access to one-on-one coaching from Colleen, including direct, personalized advice on making the transition to executive-level selling. The added level of support wasn't just an add-on benefit, it was vital. "Standardized sales training programs just won't cut it at this level," says Cross. "There's just no substitute for the amount of personalized, specific advice you can get from one-on-one coaching."

While the move to take on a sales coach was her own initiative, Cross

credits Ericsson for being an immensely supportive employer and of seeing it as a valuable investment. "Some people used to assume that if you needed sales coaching, it meant there was something wrong with you," she says. "In fact, it's about making a commitment to yourself so you can gain the tools you need to reach your true potential. It's crucial when making the transition to executive-level selling. And that's why I made the decision to invest in Engage Selling."

It didn't take long to see a return on that investment. Within months, the results started showing up in Cross's sales record. And it was staggering.

"By the end of my first year working directly with Colleen at Engage Selling, I exceeded my sales target by 161 percent." Now in her second year of working with Engage's Platinum Sales Coaching Program featuring one-one coaching, she's finding the same chart-smashing results. "It was no fluke. Stick with the process and be disciplined in exercising what



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*Dr. José Laurel Cross, Director of Sales, Ericsson*

you learn in coaching and the great results keep coming."

The results of Cross's one-on-one coaching with Engage extended well beyond achieving a dynamite sales record. She credits the process for reshaping her overall approach to selling at the executive level. "Thanks to the on-going work that I do with Colleen, I know who I need to talk to, how to identify the influencers at the senior-level in an organization, how I can best establish credibility with those I need to reach, and how to build great business relationships with them."

Success comes from discipline. That's why Cross remains on-board with personalized coaching. "At this level in a large organization, it's a full-time job to stay on top of your game," she says. "Thanks to one-on-one coaching tailor-made to suit my needs, I have the tools, the support and the insights to make that happen year after year."



## 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 coaching 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](http://www.EngageSelling.com)



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