**25 Million Euro Pipeline Delivered in 4 Weeks**

**Challenge:** Equip the European sales team of a major logistics firm with the skills to generate net-new business by directly engaging in a competitive campaign to handle objections and win against one of its biggest competitors.

**Approach:** Strategy to Revenue developed high quality multimedia assets to engage the sales team, including videos conveying the excitement, urgency and importance felt by senior executives and key stakeholders about the competitive opportunity. Team activities drew attention to the value of the company’s strengths and how this significant competitor would try to retain the business. A range of interactive exercises, handouts and action-planning activities ensured lively participation in all markets, and sales leaders were provided with all the required materials to run the sessions with their teams in their local language. Sessions ended with action-planning against which each team member had to deliver back in the workplace.

**Result:**

* 4,000 people trained across 32 countries in 4 weeks
* 5 million euro revenue uplift
* 25 million euro run rate secured for 12 months in just 4 weeks
* Follow-up sessions addressing other competitors delivered equal benefits