



## The **DARREL RAWLINS** Story

### THE GAP:

Darrell went from a transactional selling B2C environment, to a consultative selling B2B world. He went from being a rookie to out-selling veterans. "The challenge I had was adapting my skills to a B2B sell. The hardest change was the patience it took to be comfortable with how long the sales cycle took, while still feeling that progress was being made. I was discouraged and doubted my abilities.

### The Bridge:

Zero Barriers implemented the 6 Step IMPROV Sales System; Purpose Driven Exercise; The Attitude Cycle; One-on-One Coaching; and Team Coaching.

"With Shayne's help, I was able to find ways of adapting the process without losing sight of the ultimate goal. Shayne helped me break down my barriers that I was placing in my own way, preventing me from seeing success."

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### COMPANY FEEDBACK

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**All. Together. Certain.**

"Shayne has helped me find a purpose in my field and having that purpose creates an authenticity that my prospect and clients feel and resonate with. I don't feel fake when I offer my services to potential customers I feel more invested in the success of my clients goals."

Darrell Rawlins  
Client Advisor providing Benefits & HR Consulting

### Results

#### Rapid Growth

Darrell worked with Zero Barriers to identify and created a Mutual Discovery tsunami.

#### Substantial Growth

Darrell was able to bridge the gap between B2C and B2B. He set more appointments and closed more business than veterans.

#### Sustainable Growth

Darrell is confident and purpose driven. He is authentic and vested in his client's success.

Take a step closer to building the business you know is possible.

Visit [zerobarriersinc.com](http://zerobarriersinc.com) or email [shayne@zerobarriersinc.com](mailto:shayne@zerobarriersinc.com) for more info.