

CASE STUDY

SCOTT HESTER OF KINNSER SOFTWARE

Keeping the sales boom going strong:
it starts with getting an independent, in-the-field perspective.

“Thanks to the process we built with Colleen’s insight, I have a system now that confidently delivers an 80% closing rate on new contracts,” – **Scott Kinnser, VP of Sales, Kinnser Software**



“What can we do better in our fast-growing business to keep sales strong?” That’s the question Austin-based Kinnser Software was working hard to address. It prompted the firm’s VP of Sales, Scott Hester, to pick up the phone and call Engage Selling Solutions to gain a fresh, independent perspective.

Leadership within Kinnser—the fastest-growing software maker in U.S. home healthcare—was confident they were already doing plenty of things right. They had a small, dedicated sales team, a solid product and a well-defined customer base. However, they were finding that they had a lot of deals in their sales pipeline that were not closing.

Calling Engage for coaching was a first-time experience for Hester and even if there might have been a little bit of healthy skepticism at

first, he was quickly won over by the personal, insightful approach that Colleen Francis brought to the table.

“She quickly validated much of what we’d been thinking about on how best to solve the problem,” says Hester. “But even more important, she took the time to get out in the field with our team and see first-hand how we sell to our customers. That’s how she proved that she got what we are all about.”

One of the challenges with software in the home healthcare field is that customers aren’t always familiar with the product they’re being presented. Colleen’s solution: a tailor-made program, built for Kinnser’s sales team and for the unique needs of the people with whom they’re working hard to close deals.

The results were quickly noticeable. Kinnser’s sales team quadrupled over a three-year period. “Thanks to the process we built with Colleen’s insight, I have a system now that confidently delivers an 80% closing rate on new contracts,” says Hester.

There’s also a clearer idea of what needs to be measured in the selling process. “Our numbers now are lot more specific and purposeful.”

Hester cites personalized insight as an important bonus of working with Colleen Francis, noting that after having worked with her in the field and having participated in her sales coaching sessions, members of his team “jumped at the chance” to attend a subsequent Engage workshop in Toronto. “Her newsletter is a guilty pleasure, too,” he adds. “I like how she weaves the personal with the professional in her stories.”

Find out more about how Colleen Francis and Engage Selling Solutions can help your company ignite a nonstop sales boom: visit us online today at:

EngageSelling.com



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www.EngageSelling.com 1-877-EngageU or 1-613-730-7700

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Scott Hester, VP of Sales, Kinnser Software



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



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