

# CASE STUDY

## VINCE KEARNS OF TREND MICRO

Pinpoint your ideal customers in a jungle of prospects:  
how Engage Selling helps TrendMicro sell more in less time.

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One of the biggest challenges in the software industry is to learn how to quickly zero-in on your ideal customers and prospects—those who recognize the value of your product and can move quickly to make a buying decision. Overcoming this is how business security firm TrendMicro has been able to boost sales, thanks to their work with Colleen Francis and Engage Selling.

“What Colleen did was help us get an even tighter focus on who we needed to sell to,” says Vince Kearns, VP of Inside Sales. “That’s been an important shift to help us improve our sales process.”

Kearns explain that by helping TrendMicro develop a system so that their sales team can pinpoint their most valuable customers in a jungle of prospects, “it makes it so much easier to know where to focus your time and get the results you’re looking for.”

“I’ve been doing this work for 20 years, so I’ve developed sharp instincts for talent,” says Kearns, “and from my first meeting with Colleen, it was clear to me quickly that her experience was precisely in-line with what we are looking to achieve here at TrendMicro.” He explains that it was Colleen’s method of asking probing questions that sealed the deal for him. “What that did was help us get right into developing best practices and create selling scenarios that defined the problems we were looking to solve.”

Developing stronger, benefit-driven messages were a key part of the solution that Engage brought to the table for TrendMicro.

“Colleen worked closely with us to fine-tune our story so we have one that really resonates with those targeted customers. That’s something that integrates into TrendMicro’s Smart Protection Strategy and it’s how we deliver on our promise of smart, simple, security that fits.”

Working with Colleen has been a great experience, says Kearns. Not only has it meant a boost to sales,

it’s also been a positive learning experience working with someone who is so personable and insightful. “The three things that really stand out for me about Colleen: availability, experience and reliability. She doesn’t hold anything back and gives you a honest, clear picture of the problems you’re looking to solve, and that counts for a lot.”

**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](http://EngageSelling.com)**



**Get Engaged – Get Results!** Contact Engage Selling today:  
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*Vince Kearns, VP of Inside Sales, TrendMicro*



### **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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