

## **Financial Decision Maker Case Studies**

### **ABB Global Sales Group**

**Project:** Financially Strategic Selling

ABB is a global engineering firm with over 100,000 employees operating in 100 companies. Their sales professionals are trained intensively in product sales. When the company transitioned them to a consultative sales approach tailored to its global corporate customers, it required the sales team to meet with C-level decision makers for whom financial issues are a primary concern. Financial Decision Maker's two-day training gave ABB's sales people the financial acumen to confidently address these issues with their customer's corporate executives and to better articulate the value of ABB's products and services to their customers.