

## Sales Gauge techniques enable successful business pivot.

With a need to pivot its business and target a new market, RUSH Computer puts Sales Gauge techniques to the test and successfully turns business around in wake of global pandemic.

*“Sales Gauge delivers tactical high impact training and when we saw what we had to do to turn our business around we thought of the Sales Gauge techniques. We couldn’t have predicted the outcome - that we wouldn’t lose business but grow at a rate far higher than our competition.”*

-Senior Vice President and General Manager EMEA and Technology Products



### Sales Gauge RUSH Computer Story

RUSH was already a committed user of the Sales Gauge communication techniques. Having put their teams through the entire Sales Gauge offering, they had a well-trained sales and marketing team that would work together to message the client base.

RUSH leadership team had analyzed where they could put their core skills and high-end inventory to use. The question was what industry needed high-end computer gear on short notice for short engagements? The answer: Companies that hired consultants on a short-term project basis and needed equipment with a certain configuration to be shipped overnight to virtual project teams.

RUSH set out to attack this market using a combination of the Sales Gauge SEKM-Show'em Know'em and LinkedIn techniques the sales team learned in Sales Gauge Power Prospecting. They were able to identify the right people and connect to them on LinkedIn. The old school twist was to deliver an unsolicited proposal in email and physically to the executive management and the identified right person.

These proposals were written to include 3 sections (executive, operational and tactical), as to make sure the right person got the information they needed without reading the entire proposal. They used the Sales Gauge RCBC story selling techniques to build their credibility in the opening paragraphs. By telling how RUSH successfully worked with similar clients and how the research they did on the prospect aligned with what RUSH delivers, they instantly set themselves apart from competition by saying “we know you and this is how we can enable your remote workers at a fraction of the cost.”

### Why Sales Gauge

Sales Gauge provides efficient, effective, and consistent training that enables sales organizations to stay competitive and win deals. With Sales Gauge sales training programs, you get real-time results. Sales training that pays for itself before it's even over.

### Sales Gauge Solution

#### Sales Gauge eLearning

The RUSH Computer sales team participated in the Sales Gauge eLearning program which taught sales representatives the tools they need to effectively target a new market.

### Approach

The Sales Gauge eLearning program was designed to empower sales professionals and arm them with the skills to prospect and win deals. In this specific case, the program also enabled the organization to pivot their business and sell into a new market.

### Business Benefits

RUSH, utilizing the modern research and prospecting techniques they learned from Sales Gauge, turned their business around. In a few short months they captured new clients and executed on the campaign **to replace all of their lost business and grow at over 150% for FY 2021.**

### Company

RUSH Computer specializes in providing high-end computer and peripheral rentals and support to large-scale events around the globe.

### Challenges

The pandemic put a serious dent in their business as events were being cancelled at an alarming rate. The obstacle to overcome was how to replace millions in revenue quickly in an area that would leverage the company's existing strengths. Their typical client was not returning to the office for a long time and the company had significant investments in high-end hardware that was costing them in inventory carrying costs. The longer the pandemic lasted the more obsolete the equipment would become and a downward spiral would occur.