



Case Study: Steve Wright - Sandler Training

Jennifer Henderson
Discover Global Bookings
jhenderson@discoverglobalbookings.com
www.discoverglobalbookings.com

Jenni heads up a new sales and marketing team that is developing sales of booking systems to smaller types of accommodation such as guest houses.

“I brought Steve in at the beginning of the process, when we had a ‘clean slate’. My brief to him was to find ways of moving on from what we’d been doing in our traditional markets, and Steve is providing exactly the fresh thinking I need. His coaching sessions are providing a completely new and original approach, and already, after just a few sessions, the change is dramatic”.

“Regular reinforcement is ensuring that behaviour is changing, that new ways of doing things are becoming second nature, even when they are really quite challenging and are moving us out of our comfort zones”, says Jenni. “There’s a constructive pattern emerging of trying something new, seeing it work, then having the confidence to try something new again; I love it and so does the team.”

“What Steve provides is so refreshing and different, that it has opened my mind to a complete change of approach, not only in how we deal with external sales, but also, interestingly, in the way we deal with internal customers within our own business. Word is spreading, and as a result I’m sure we’ll be using Steve’s skills elsewhere in our organisation.”