A Pioneer In Distribution, Snelling™

Snelling offers VIP distribution and customer support to business ventures in the food service packaging, janitorial and sanitation and industrial packaging industries. A pioneer in the field since 1915 Snelling™ inspires loyalty and builds trust with quality products, prompt and efficient personal service and an unwavering commitment to excellence. They stay ahead of the competition by continually improving their sales team with development and coaching opportunities. Vice President Patrick Lahey has introduced Customer Focused Selling by Predictive Success to ensure continued success.

As a Member of the Board of Balpex Inc., one of the most important group of distributors in Canada, Snelling™ continues its legacy as an influential force in the distribution field.

The Challenge

Understanding The Modern Buyer

Snelling™ has used the **Customer Focused Selling Workshop** to develop and improve upon the skills of their sales people. Patrick's experienced sales team were having difficulty understanding the needs and motivations of the modern day buyer. This resulted in a decline in the generation of new accounts and growth. Predictive Success, Certified Partner of The Predictive Index, teamed up with Patrick's sales team to help them understand the modern day buyer.

"In a short period of time our sales people have been using what they learned in the workshop during their sales calls with excellent results. They have been handling objections effectively, improving their call cycle focus and adapting their sales tactic to suit each individual buyer's behavioural style." - Patrick Lahey, Vice President

"I would 100% recommend the Customer Focused Selling Workshop, to any company, big or small, that is customer focused and wants to take their sales team to the next level"
- Patrick Lahey, Vice President, Snelling™