

25 Things Our Clients Have Had To Say Recently



Customer Testimonials from around the world...

OVERVIEW...

Considering 2WIN! Global training for your organization? If so, consider the following testimonials to illustrate the impact that 2WIN! Global training has with companies that sell complex solutions around the globe...



1) *"Of those that attended 90% have fundamentally changed how they do presentations. These are mostly long term people who were great at what they did but now by approaching it in a different way they are just that much better"*

.....Craig, Pre-Sales Manager

Workshop Type: Demo2WIN!

Workshop Location: Australia

Solution Type: Infrastructure Software

2) *"This training was amazing. I have several techniques that I can put into practice immediately"*

.....Raylene, Pre-Sales Professional

Workshop Type: Demo2WIN!

Workshop Location: US

Solution Type: ERP Software

3) *"Fantastic class, really made me stop and think about how my presentations were not articulating the value to my prospects the way they should be"*

.....Randy, Salesperson

Workshop Type: Value2WIN!

Workshop Location: US

Solution Type: CRM Software

4) *"Discovery2WIN! brings new knowledge on how a structured preparation of a discovery event is very important."*

.....Santoso, Pre-Sales Professional


Workshop Type: Discovery2WIN!

Workshop Location: Singapore

Solution Type: Security Software

5) *"The content was excellent and the ability to personalize it to our company was the key to success!"*

....Larry, Worldwide Marketing Manager



Workshop Type: Demo2WIN!
Workshop Location: Worldwide
Company Type: Capital Equipment

- 6) *"Thank you. We just won a very competitive \$653,000.00 contract. My Solutions Consultant was the guy I told you about that totally follows your Demo2WIN! Was it that '2% margin of difference' that made the difference in our favor?!"*
....Felcia, Salesperson

Workshop Type: Demo2WIN!
Workshop Location: US
Company Type: Business Intelligence Software

- 7) *"This was without a doubt the best sales training I have ever had—well, the best training of any kind. Very good information, related to everything I do. Thanks! You were awesome—Fish On!"*
....Mitchell, Salesperson

Workshop Type: Value2WIN!
Workshop Location: US
Company Type: Healthcare Software

- 8) *"My team consists of 15 extremely experienced Presales Engineers, with on average 10+ years of experience in presales within various organisations. The Demo2WIN! training provided to us proved incredibly practical and valuable, and can immediately be applied in our day to day jobs. The examples and cases that were used were very realistic and right on the spot. The instructor really showed his experience in similar markets and with similar products as we cover ourselves. I was even more impressed how the instructor took the examples, demos and presentation slides that we provided in advance and used these throughout the workshop for background information and proof points. Definitely worthwhile, I will recommend this to everyone."*
....Peter, Pre-Sales Manager

Workshop Type: Demo2WIN!
Workshop Location: Western Europe
Company Type: Complex Technology Solutions

- 9) *"Every bit of the material was applicable and will be extremely useful in my everyday business life. The insight and experiences that our instructor was able to bring the table were invaluable."*
....Arun, Pre-Sales Professional

Workshop Type: Discovery2WIN!
Workshop Location: India
Company Type: Enterprise Software

- 10) *"Our win ratio increased from 25% to over 50% in just six months and three years later, it continues to improve! Why? We immediately implemented 2WIN! concepts after our initial training session and continue to use their services each and every year. 2WIN! Global exemplifies a firm that isn't committed to training as much as they are committed to continual, sustainable improvements in the sales and demonstration tactics of their clients."*
....Dan SVP Sales & Marketing

Workshop Type: Demo2WIN!, Demo2WIN! Advanced, Apply2WIN!
Workshop Location: US
Company Type: Public Sector Software



- 11) *"I just wanted to let you know that the feedback from my team on the Demo2WIN! training has been incredibly and consistently positive. Every team member has said that it was refreshing, totally new to them, and that they are going to implement these ideas today!"*
....Scott, Pre-Sales Director


Workshop Type: Demo2WIN!
Workshop Location: Asia
Company Type: Enterprise Software

- 12) *"I feel the Demo2WIN! training over the last two days was extremely effective and I heard from more than one of the attendees that it was the "best training we've ever attended"! I was most impressed with your preparation prior to the training. I rarely find that kind of dedication. Thank you!"*
....Debby, VP Sales

Workshop Type: Demo2WIN!
Workshop Location: US
Company Type: Financial Software

- 13) *"Your training was as applicable in Moscow as it was in Greece, the UK as it was in Milan, Sydney as in Mexico City and Tokyo as in Bangalore! Congratulations on your ability to adapt the training to all of these cultures and to salespeople and sales engineers alike! I would strongly encourage each of your clients to target the entire sales team...not just the Solution Engineers and do it on a global basis."*
....Sherri, Director Global Sales Strategies

Workshop Type: Demo2WIN!, Demo2WIN! Advanced, Apply2WIN!
Workshop Location: Worldwide
Company Type: Enterprise Software

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- 14) *"What an excellent class! It was one of the best I have attended in my sales career, and your level of passion made it even better! We have embraced Demo2WIN! in our actions and our vernacular."*

....Gabriel, Salesperson

Workshop Type: Demo2WIN! Advanced

Workshop Location: Canada

Company Type: Enterprise Reseller

- 15) *"This week's Demo2WIN! training is the best training session I've ever attended. The instructor literally used our software screens to accomplish every aspect of the training. It was incredibly relevant, timely and flawlessly executed."*

....Eileen, VP Sales Operations

Workshop Type: Demo2WIN!

Workshop Location: US

Company Type: Higher Education Software

- 16) *"Our entire sales team went through the Demo2WIN! training at our annual sales kickoff meeting last September. The training itself was highly engaging and relevant. We walked away from the training believing that if we use the Demo2WIN! skills to just do the little things right that we really could win more business. We were right! This year has been our best ever--by far! We have won the last 25 deals we have been engaged in, and also closed the three biggest deals in company history since the training. Thank you!"*

....Andrew, SVP Sales

Workshop Type: Demo2WIN!

Workshop Location: Australia

Company Type: Technology

- 17) *"I have taken many courses over the years however this was BY FAR the best training for Pre-Sales Engineers that I have attended. I was skeptical coming in but I'm a convert turning into an evangelist. Great job guys!"*

....Lydia, VP Sales Ops

Workshop Type: Demo2WIN!

Workshop Location: US, Europe, Asia

Company Type: Analytics Software


- 18) *"First of all let me say "THANK YOU VERY MUCH!!" The workshop far exceeded my expectations. The workshop has raised energy levels in addition to providing our sales force with new techniques and methods for improving demonstrations and presentations. There is definitely A LOT of positive "buzz". I have seasoned veterans approaching their sales process with a newfound high level of excitement. This is truly refreshing. Something else that has been interesting is I have received calls and e-mails from individuals telling me stories about how they implemented something from the workshop in their sales process (just in the last week alone) and how well it worked for them. Again, thank you to each of you for your professionalism and the services you have provided us. It was truly a great experience."*

....Heath, VP Sales

Workshop Type: Value2WIN!

Workshop Location: US

Company Type: Healthcare Software

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- 19) *"I really enjoyed your class! It was certainly the most focused instruction I have ever attended or heard of around the topic of Demo's. In every other Sales/Marketing training program I have attended or read (there's been a lot) I have always found that there was something that would not work in our industry. I was looking at the materials again after class and can honestly say everything you reviewed and/or was in the class materials was dead on applicable in real life. You probably have a list a mile long, but feel free to use me as a reference if you ever need one."Gary, Pre-Sales Professional*

Workshop Type: Demo2WIN!
Workshop Location: US
Company Type: Technology Reseller

- 20) *"Our Australian pre-sales team attended the Demo2WIN! course earlier this year. It was agreed that this was the most valuable course that any of us had attended (I have been in IT for over 30 years – I wish I had done this 20 years ago!!!). The course is well-structured and the processes described are well-documented, well thought out and easy to implement. All of our participants were, and have remained, enthusiastic about the value of this course. We continue to follow the recommended steps/processes with all our interactions with our customers and prospects. Am I a fan of Demo2WIN! ? YES!!!"*
....Shaun, Pre-Sales Professional

Workshop Type: Demo2WIN!
Workshop Location: Australia
Company Type: Business Intelligence Software

- 21) *"This was without a doubt the best sales training I have ever had—well, the best training of any kind. Very good information, related to everything I do."*
....Caroline, Salesperson


Workshop Type: Value2WIN!
Workshop Location: US
Company Type: Enterprise Software

- 22) *"I wanted to tell you that training that Demo2WIN! given in Sweden to presales people in [our company], was the best training I have had in my 15 years in presales. The team became more productive and inspired immediately after, and this wave of enthusiasm and professionalism will carry far. Thank you!"*
....Bjorn, Pre-Sales Professional

Workshop Type: Demo2WIN!
Workshop Location: Sweden
Company Type: Enterprise Software

- 23) *"The Demo2WIN! training we received was excellent and the trainer was clearly an experienced expert in this area. For those new to the pre-sales role this is essential and adds structure to the preparation and delivery of excellent demos. Even more experienced pre-sales staff find the principles, techniques and tools provided an effective way to move from "good to great". Demo2WIN! techniques, if deployed effectively, will definitely give us a competitive edge in a demanding market!"*
....Sean, Pre-Sales Director

Workshop Type: Demo2WIN!
Workshop Location: Ireland



Company Type: CRM Software

- 24) *"[Your instructor] did a masterful job with the [company] specific content, messaging, and facilitation. Not sure that the participants can appreciate what actually goes into prepping for a session like this, but as a previous trainer I completely appreciate the level of effort and prep; to internalize key presentations, complex tools and concepts and be able to demonstrate both good and bad behavior in their world and verbiage is a lot of heavy lifting. Kudos to [your instructor] for really putting on a great program for the group."*
....Steve, Sales Director

Workshop Type: Discovery2WIN!

Workshop Location: US

Company Type: Niche Software

- 25) *"The skills our management team learned in Apply2WIN! have really taken the whole training experience up a notch. The excitement our European pre-sales team had with Demo2WIN! was contagious, and Apply2WIN! helped us to focus that excitement and turn it into more business!"*
....Francois, VP Pre-Sales

Workshop Type: Apply2WIN!

Workshop Location: Europe

Company Type: Software and Technology



7150 Campus Dr, #330
Colorado Springs, CO USA 80920

www.2WinGlobal.com
info@2WinGlobal.com

+1.719.594.9959 tel
+1.719.623.5759 fax