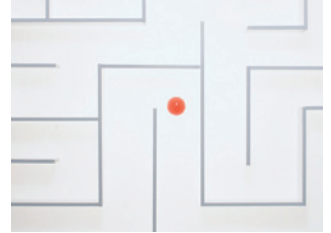




When Pete Rumpel joined Virginia-based Rosetta Stone as Vice President of Institutional Sales and Marketing in early 2009, he immediately saw a problem, an opportunity, and a challenge: His division's sales team was landing sales without much effort.



*Prior to introducing ValueSelling to Rosetta Stone's institutional sales force, average order value ranged was \$1,000 for inside sales.*

SUCCESS STORY

# RosettaStone® masters the language of excellent sales leadership

Julie traveled to Virginia to meet with Rumpel's team early in their discussions and explained that she'd build on their success. "This is going to be an evolution, not a revolution." she instructed.

In fact, Rumpel's unit was growing at a 60% compound growth rate with little focus on building strategic relationships or cultivating customers because the orders for Rosetta Stone's computer-based language-learning solutions kept coming, mainly from leads generated by wildly successful marketing to consumers.

The division charged with selling Rosetta Stone solutions to governments, schools and corporations was less of a revolutionary sales team and more of a routine call center. As a result, orders were plentiful but smaller than they could be. The sales professionals were order takers.

"Rosetta Stone's institutional sales organization had grown rapidly and reached a point where they needed to mature," explained Julie Thomas of ValueSelling Associates, whom the company brought on board just after it went public to increase average orders and transform the dialogue in order to create a more sustainable sales pipeline. "Basically," she said, "they were kind of runnin' and gunnin'."

Rumpel had experienced success using the ValueSelling Framework®

at previous companies, including The Yankee Group, and brought on Thomas in June 2009 to provide sales and marketing training that would be systematic, programmatic, and pragmatic.

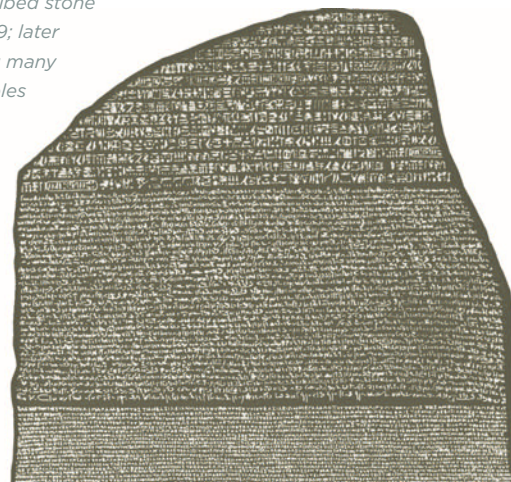
One of the first things Thomas did was secret shop to gauge the institutional sales team's effectiveness. The length of her call, she discovered, was a mere two minutes. From that and other feedback, the seasoned sales executive discovered the following challenges to achieving future revenue goals:

- Limited market segmentation in the organization's marketplace
- Small average deal size

- Sales staff lacking the skill set and discipline to transition from order taker to proactive sales professional
- No common methodology, process or toolset to enable sales to execute
- Sales professionals selling the Rosetta Stone brand and not the components of its products
- Unacceptable forecast accuracy
- Lack of discovery or questioning skills, making the sales lead more of a product pitch
- Little or no discussion or awareness of the products' value to buyers, recognition of the decision maker or building an effective path to move the sale forward

“Basically,” she said, “they were kind of runnin’ and gunnin’”

*The Rosetta Stone is a large inscribed stone found near Rosetta, Egypt, in 1799; later used as a basis for understanding many previously undecipherable examples of hieroglyphic writing.*



ValueSelling Associates™

The proven formula for accelerating sales results.

# A program-based approach The tailored program for Rosetta Stone consisted of 3 components:



## eValueSelling

a prerequisite web-based 4-hour course introducing the ValueSelling Framework® methodology, principles, tools and nomenclature.

## ValueSelling Framework® 2 Day Workshop

with customized curriculum and case studies developed specifically for Rosetta Stone.

## Installing the ValueSelling Framework® 1 Day Workshop

for the entire sales management team that developed competency needed to sustain the impact of ValueSelling.

**“You could probably attribute, beyond our normal growth cycle, a 10 percent increase from what we did using ValueSelling,”** Rumpel said. That’s twice the anticipated revenue generation predicted prior to implementing the methodology.

“Julie and her team hit a home run,” Rumpel said. “Many people didn’t know how to ask open probing and confirming questions,” he said. “Junior staff thought sales was more of an art and didn’t realize there’s a true process. We also received very positive feedback on anxiety questions—people who had really struggled with how to apply the value of what they do to the customer.”

Prior to introducing ValueSelling to Rosetta Stone’s institutional sales force, average order value ranged from \$1,000 for inside sales; less than \$10,000 for education; and \$10,000 to \$15,000 for the organizations/corporate group.

With improved productivity, Thomas believed ValueSelling could contribute a five percent increase in sales rep production or average order value, resulting in about \$5 million in revenue growth during Rosetta Stone’s first year as a public company.

Almost immediately, those sales professionals who embraced the ValueSelling training began to close on higher sales orders. This was especially true in the corporate branch, which did not have as organic a pipeline as government and education branches.

### PROGRAM SATISFACTION RATINGS



“I can’t believe how much I was missing in the sales process,” said one inside territory manager. “I’m asking similar questions but in a less robotic way and I am now able to pinpoint the actual issues at hand.”

That level of sales success was as important to Rumpel personally as it was for Rosetta Stone. “This was my first big decision to build momentum and credibility within the business, and ValueSelling Associates delivered a home run. Julie and the team were emotionally committed to making me successful. They customized everything and got everyone excited.”

Thomas, in turn, stressed how integral Rumpel was to the process. “You can’t underestimate Pete’s leadership. He is hands-on and was always visible and participated. He really contributed. The level of commitment that he made to his people and the visibility of his leadership is a best practice.”

“I think his leadership made all the difference in the world.”

### AVERAGE SALES ORDER SIZE 1 YEAR AFTER TRAINING



### THE VALUESELLING AWARD FOR SALES TRANSFORMATION



In 2010, Pete Rumpel and his management team at Rosetta Stone received the ValueSelling Award for

Sales Transformation at the 4th annual Stevie Awards for Sales and Customer Service.

## About ValueSelling Associates

ValueSelling Associates, based in Rancho Santa Fe, CA, is the creator of the Value Selling Framework®, the sales methodology preferred by sales executives around the globe. Since 1991, ValueSelling Associates has helped thousands of sales professionals increase their sales productivity. Offering customized training to FORTUNE 1000 companies, mid-sized businesses, to early stage startup organizations, ValueSelling Associates’ proprietary sales training tools and consulting services deliver measurable results. Clients turn to the experts at ValueSelling Associates for classroom and online training and consulting services that yield immediate impact, repeatable strategies, and sustainable results. Visit [www.valueselling.com](http://www.valueselling.com).