



## The Challenges of Growth

CAC's new energy services have the potential to double the firm's growth rate. With growth comes business challenges, involving hiring more people to execute on contracts, leveraging new CRM software to gain efficiencies while better serving clients, doubling supplier credit and expanding the company's facilities.

When you're pushing an organization to its sales boundaries, it is easier to succumb to crisis management and allow critical tasks to fall through the cracks. Steven knew that to exceed his goals, the organization had to operate more efficiently and effectively, including a more strategic sales approach.

## Replicating Success Through the Organization

To develop business, Steven and his senior management team work together to cement relationships with customers at all levels. To consistently win projects, Steven sought an easy-to-understand sales process and structure that could be replicated throughout CAC. He called on ValueSelling Associates to train the sales and customer-facing engineering team on the ValueSelling Framework®.

The change was immediate.

## Executive Summary

Based in Kingston, Jamaica, with offices in Montego Bay, specializes in specifying, designing, installing and servicing air-conditioning and energy solutions. The company manages some of the largest and most complex commercial jobs in the Caribbean. To build a business that could sustain itself, Steven Marston, Chairman and CEO, and his management team needed a proven sales process. He chose the ValueSelling Framework®.

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“ValueSelling gives us a unified team approach. We've trained our sales and customer-facing engineers in the ValueSelling Framework®, and have had tremendous success in improving our win rates as a result.”

Steven Marston, Chairman and CEO, CAC 2000, Ltd



### Value-added conversations

The practical sales methodology provides a process to customize conversations and add value to customers. Rather than going straight into a sales pitch, the CAC team digs deeper to understand what problems the customer wants to solve.



### Stringent qualification

Instead of going after every job, the team qualifies each opportunity to determine whether it merits a pursuit. If there's a stalled sale, the CAC team evaluates it against a simple, yet stringent, qualification process.



### Stakeholder-driven solutions

The CAC team identifies the multiple stakeholders and their individual decision-making criteria and motives, and then works to ensure that the final solution encompasses the needs of all the stakeholders.

## Cultivating Adoption

To establish a strong foundation for adoption, Steven and his management team provide ongoing coaching and mentoring. Coaching happens during deal reviews and mentoring takes place as Steven and his team lead by example. Sales reps and engineers attend customer meetings so they can replicate the discussions.

Now, CAC team members add value on every opportunity as a true differentiator. For Steven Marston and the CAC team, aiming high is what enables them to provide the most technically advanced solutions to the top businesses in Jamaica and the Caribbean.

## Aiming High

CAC has seen significant growth in revenue since adopting the ValueSelling Framework®. The company won the Melia Braco Village project, a pivotal one on many fronts, including the size, scope, complexity and multi-party collaboration required to make the project a success.

The firm has made significant investments in people, processes and systems all to facilitate the CEO's vision of accelerated revenue growth—tripling revenue—over the next five years. To make such exponential growth happen, Steven believes in aiming high and achieving higher.

“The ValueSelling Framework® has taught us to listen to the needs of the customer. Instead of pushing what we perceive to be the best technical solution, now we ask the customer. That's made all the difference.”

Colin Roberts, Chief Technical Officer, CAC 2000, Ltd



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