



## Sales—The Fuel for Growth

In 2008, Market Track's value proposition was murky. There was no proactive client or prospect engagement. The close rate low.

The management team knew sales would fuel future growth plans. And because the sales team was selling an intangible—tech-enabled service—they had to compete and sell on value.

Market Track called on ValueSelling Associates to install a sales methodology that could be implemented consistently to drive a rapid growth trajectory.

What the team discovered was that the ValueSelling Framework is easy to use and focuses on what's important in a value-based sale.

Over the past nine years, the business issues and the challenges have changed. The sales team has grown. But, the methodology remains the same. Each January, Market Track invites ValueSelling to train new sales executives, reinforce ValueSelling concepts with sales veterans and give ongoing coaching to sales managers.



## Executive Summary

Market Track is growing both organically, as well as through acquisitions. That makes for new sales professionals—with wide-ranging sales experience and background—continually being added to the organization. How does the sales leadership get the entire sales team on the same page, engaging prospects in the most productive way? They choose the ValueSelling Framework®. Market Track proves that the simplicity of the ValueSelling Framework enables revenue growth, salesforce adoption and knowledge sharing, throughout the years.

**Revenue quintupled since adopting  
the ValueSelling Framework®**

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**33% increase in gross sales**

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**22% increase in productivity**



“We invest in training our managers, who leverage the ValueSelling Framework for all its worth. That’s been a critical success factor in Market Track making its numbers, seeing margins go up and enjoying the best sales years ever.”

**Justin Hartanov, EVP, Client and Business Development, Market Track**

## Sharing Strategies and Best Practices

Market Track has quintupled its revenue since adopting the ValueSelling Framework. Such sales improvements have allowed the firm to make 11 acquisitions in 8 years and broaden its portfolio.

Initially, the sales team could squeeze into a tiny conference room. Now, the resulting, expanded organization successfully integrates new sales executives and managers with a consistent methodology and approach, across each of the acquisitions, so the company is supported, not stymied, by additional team members.

Market Track’s overall adoption is stellar. The ValuePrompter® is easy to apply in a war room or deal review. With a common sales process, the team maximizes their weekly gatherings, sharing best practices—new templates, better conversations, more innovative strategies—all honed to engage Market Track’s buyers.

## Results that Pay-off

Market Track continues to organically grow as they keep a pulse on their clients’ advertising, promotion, and eCommerce initiatives. In 2016, the firm had its best first half ever. Justin Hartanov, Market Track EVP and ValueSelling practitioner, swears by his team’s consistent practice of ValueSelling principles.

For Market Track, the winning story continues.

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