

# CASE STUDY

## DONALD LeBLANC OF THE PLACEMENT OFFICE

A business transformed through persistence, sales training and coaching and accountability.

### the Placement Office

Donald LeBlanc and his two business partners had a dilemma on their hands. The Placement Office, a busy staffing resource business that they purchased together a few years earlier, was suddenly struggling like many others in the wake of the recession.

#### SALES WERE DOWN. SOMETHING HAD TO CHANGE... FAST.

After doing extensive research, LeBlanc attended a sales training session featuring Colleen Francis of Engage Selling and was sold on what she had to say about how the sales workforce had to adapt to the new economy.

#### SOME CONVINCING REQUIRED INITIALLY

His business partners, on the other hand, needed more convincing. "It was a hard sell for me," says LeBlanc. "One's an IT guy and the

other is accountant, and between the two of them, the big question they had was why in the world should we be spending more money when our sales are down?" With persistence, LeBlanc convinced them that Engage was the right company with a field-tested strategy to solve their worrying business problem.

LeBlanc attended an Engage Selling training event and there, guided by insights provided to him by Engage in group discussion, he established a sales strategy to meet his company's sales goal for the coming year.

#### A PLAN COMES TOGETHER... WITH SOME REGULAR NUDGING

"I came home from that workshop with two important things," recalls LeBlanc. "First, I had a list of strategies that my company could implement right away, including a much-needed streamlining of our operations." But just as important, it included being held personally accountable by Colleen Francis. She followed up regularly by phone to discuss specific milestones agreed

upon earlier to track progress by The Placement Office in meeting their sales goals. "It's one thing to tell yourself that you're going to do something in business, but you work extra hard when you know someone is holding your feet to the fire."

Hard work paid off. Sales grew. By the end of the year, they not only met their sales target, they exceeded it by 90%. "This was push we needed," says LeBlanc.

#### NEW GOALS TO TAKE THE NEXT STEP TOWARDS SUCCESS

Buoyed by this success—achieved at a time when other firms in the staffing and placement industry were struggling—LeBlanc took the next step and joined Engage's Sales Leader Coaching Program. This private, members-only program provides a range of exclusive support, including monthly private coaching calls, sales classes and direct feedback on sales call performance. "The longer we work with Colleen and Engage Selling, the more results we've seen that have absolutely transformed our



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“LONG AGO, IT WAS A HARD SELL FOR ME TO CONVINCING MY BUSINESS PARTNERS TO INVEST IN SALES TRAINING. THEN WE STARTED WORKING WITH ENGAGE SELLING: OUR SALES GREW STEADILY AND NEVER STOPPED. TODAY, WHEN I TALK SALES TRAINING WITH MY PARTNERS, THE NUMBER-ONE THING THEY WANT MAKE SURE OF IS TO BUDGET FOR MORE WORK WITH ENGAGE.”

**Donald LeBlanc, President, The Placement Office**

business,” he says. “Last year was our best year ever, and that’s a direct result of the goals that we’ve established with the guidance, persistence and dynamite support from Engage.”

Today, there’s no more resistance from LeBlanc’s business partners anymore about the value of regular sales training and executive coaching by Engage Selling. “Today, when I talk sales training with my partners,” he says, “the number-one thing they want make sure of is to budget for more work with Engage.”



## ABOUT COLLEEN FRANCIS

Colleen is driven by a passion for sales – and results. A successful sales leader for over 20 years, she understands the challenges of selling in today’s market. Clients who work with Colleen note her frank, no-nonsense approach to solving problems and addressing opportunities. Colleen has become renowned for her practical strategies and use of measurement and accountability to inspire sales team results.

Colleen has been distinguished as a Certified Sales Professional (C.S.P.) and an inductee into the Speaking Hall of Fame. Sales and Marketing Magazine has called Colleen and Engage Selling: One of the top 5 most effective sales training organizations in the market today!

Find out how Colleen’s coaching programs can make an immediate and lasting impact to your results.

Contact us now at [1-877-364-2438](tel:1-877-364-2438) or go to [www.EngageSelling.com](http://www.EngageSelling.com)



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