

HOW A BOOK PUBLISHER'S SALES SKYROCKETED WITH COURAGEOUS CULTURE

Publishing Concepts (PCI) uses RTC's programs to drive sales and build trust

For more than 100 years, PCI has evolved from a simple publishing company of alumni directories into a massive hub of personal stories and revered data for colleges and universities, schools, associations, fraternities, sororities, and military and service organizations.

SNAPSHOT

- Mid-size company specializing in data collection and publishing directories
- PCI was generating \$45M in 2019 when they engaged RTC
- **250 associates entered into the RTC programs** (with an 84% graduation rate) to lead the company's transition into a new line of business: collecting stories for alumni associations to drive donations

PROBLEM

Drew Clancy, the company's president, desired to start a new business line of publications focused on alumni stories which would require his sales teams to elevate their ability to capture authentic stories from inbound calls and then sell those publications back to callers.

For this new line of business to be successful, the team needed to learn how to transform a previously transactional sales call into a psychologically safe space where trust and efficiency could coexist.

Quick Results

\$5M

in new business generated in the first year

\$30M

in new business generated in year two

7 out of 8

of **PCI's top salespeople** in 2022 were graduates of the RTC Deepen program

1.6 million

stories collected by the company—that's more than 10,000 stories per day

Fortune 100

in August of 2022, PCI was ranked on the **Best Medium Workplaces** to work for nationally

Best Place to Work

PCI reports that RTC's programs generate rave reviews, help the company achieve and maintain their Best Place to Work status, offer associates a greater sense of purpose, and improve mentorship skillsets to support new hires

SOLUTIONS

1 To jumpstart their success, PCI contracted with Corey and RTC. Corey focused on training an initial group of 20 employees made up of agents, trainers, and managers, as well as executives (including Mr. Clancy). Through a series of in-person, experiential sessions, Corey taught their team specific techniques to create a psychologically safe space conducive to the collection of authentic stories and to listen differently by using gestalt principles.

2 When the pandemic hit, in-person training came to a halt, and Corey developed the virtual 12-week course that would become the three classes that make up RTC's Deepen program. He also created the My Powerful Purpose workshop.

Both products focused on teaching PCI's sales associates how to recognize the elements of a great story to guide their sales process and cultivate a deeper sense of purpose for their work, while also advancing associates' personal development without making that development the central focus.

Through the courses and workshop, the company's associates developed skills and techniques integral to sales, including:

- how to listen differently and with intention,
- how to ask powerful questions,
- how to deeply connect to prospects and customers,
- how to create profound trust quickly,
- how to build intimacy within a team, and
- how to increase confidence within oneself.

I am hearing overwhelmingly positive comments from one associate after another about the difference the course is making for them. Big, big thank you, Corey and RTC, for all your AMAZING work here. —Drew Clancy, CEO

PEOPLE IMPACT In addition to the impressive numbers above in the snapshot section, the results of this partnership extended far beyond the financial aspects, profoundly impacting both people and performance. The individuals have reported a transformative experience for themselves personally:

This class is life-changing, and our agents are willing to share their stories.

SENIOR DIRECTOR, INSIDE SALES

The Adam before [this course] was anxious, not very confident, depressed. The Adam after [this course] is ambitious, driven, goal-oriented, loving. This is my season. Any challenge you want to throw at me, I'm there for it.

TEAM LEAD

It's just been so much growth for me, not only as a salesperson and as an employee, but as a person.

REMOTE SALES REPRESENTATIVE