



FISCHER  
GROUP



CLIENT SUCCESS STORY

**HOW FISCHER  
GROUP TURNED  
CULTURE AROUND  
AND GREW SALES  
46% IN ONE YEAR**

# CLIENT SUCCESS STORY



Since 1982, Fischer Group has served the California and Nevada markets with expert foodservice consultation, proudly representing premium commercial foodservice equipment and supply manufacturers. Committed to integrity, teamwork, innovation, and service, Fischer's sales and customer success teams are factory-trained to guide clients through product selection and application. Their culture is grounded in partnership, enthusiasm, and respect, with a creed that fuels performance and purpose.

## CHALLENGE

### Sales were Stuck

Despite a strong brand and deep industry roots, sales had plateaued. Growth had stalled even as market opportunity expanded. Leadership recognized that relying on legacy success wasn't enough to carry the company into the future.

### Cultural Misalignment

The sales team lacked cohesion. Excuse-making, internal friction, and turnover were undermining performance and morale. There was no shared playbook or culture of accountability.

### No Development Framework

Fischer had no formal sales training, no leadership coaching, and no clear development path for team members. Without performance metrics, it was impossible to see where the team needed support or where future growth could come from.

## SOLUTION

### Data-Driven Diagnosis

Fischer Group began their transformation with the SalesIndex™ assessment, using data-driven insights to uncover the team's full revenue potential. The analysis revealed both collective strengths and individual blind spots across 21 core sales competencies, providing a clear roadmap to prioritize coaching, training, and development.

***"Getting a data-informed window into the full revenue potential of our sales team was powerful," said Sandi Ratcliff, President, "Combining that with an understanding of where they needed help gave me the confidence that the sales development program could be successful."***

### Understanding Individual Motivation

Each team member completed the WHY.os Discovery, revealing their unique purpose, communication style, and internal drivers. This gave leadership new ways to communicate, coach, and engage the team at a personal level.

### Sales Leader Coaching

Sales leaders received targeted coaching to elevate their impact. The focus was on creating accountability, fostering empathy, and building trust-first leadership behaviors. As a result leaders began to build trust with salespeople that reported to them allowing leaders to coach reps in growth areas identified by each individual's SalesIndex.

### Authentic Selling Skills

Sales reps completed the Authentic Selling training, learning how to apply the Trust Formula—a framework for building Authentic Relationships, delivering Meaningful Value, creating Inspirational Experiences, and developing Disciplined Habits. This methodology was applied across prospecting, sales conversations, and client management, bringing consistency and authenticity to every customer touchpoint.

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## Growth Reignited

The impact was immediate and significant—sales grew by 46% year-over-year, breaking through the previous plateau and reigniting momentum across the organization.

## Cultural Turnaround

The team culture transformed. Excuse-making was replaced with accountability, and team members began collaborating and supporting one another. Turnover decreased, and overall morale improved.

## Increased Confidence Across the Ecosystem

Manufacturers noticed the change—more partners joined the Fischer portfolio, recognizing the team's renewed commitment and elevated professionalism.

*"I am thrilled to see the positive direction of the sales team, The work we have done with Selling From the Heart will continue to pay dividends in the years to come." - Sandi Ratcliff*



## ABOUT SELLING FROM THE HEART

Selling From the Heart is more than a sales training organization—it's a movement. Founded by Larry Levine, a veteran sales leader and author of *Selling From the Heart* and *Selling in a Post-Trust World*, the mission is to develop authentic, trust-building sales professionals who stand out in a marketplace crowded with empty suits. Through immersive coaching, training, and leadership development, Selling From the Heart equips organizations to foster genuine connections, increase win rates, and create cultures of accountability and purpose.



## ABOUT SALESINDEX

SalesIndex, powered by Objective Management Group, is a powerful diagnostic tool designed to measure sales team effectiveness across 21 core sales competencies. It provides organizations with a clear, data-informed view of team potential, capability gaps, and developmental priorities. By identifying where individuals and teams need the most support, SalesIndex helps leadership make confident, targeted investments in training, coaching, and culture transformation—unlocking revenue potential and accelerating performance.

Ready to unlock your team's full potential? visit

[salesindex.ai](https://salesindex.ai)