



GRANT CARDONE Sales Training University

Solutions, Accountability and Training... Just a click away.

Ashley HomeStore Case Study

"We're projecting the total Cardone University impact to our business to be anywhere between a minimum of \$600k to a maximum of \$2.5 million dollar Increase in Revenue."
– Wyatt Ferguson



Ashley HomeStore of Bryant is committed to being your trusted partner and style leader for the home. This commitment has made Ashley HomeStore the No. 1 furniture retailer in the U.S. and one of the world's best-selling furniture store brands

Your home is more than a house, it's the daily moments and experiences you share that make it uniquely you. At Ashley HomeStore of Bryant, we celebrate being home with you. Our locally owned and operated store is passionate about being the best and most affordable furniture store for your home.

Objectives

- Consistent Sales Training
- Strengthen our culture
- Increase SPG and closing ratios

Solution

- Sales Bootcamps executed by our management staff
- Master Sales Certification for all employees
- Live Mastermind training with Cardone Office every week

Results

- Increased closing percentage by 9.2%, now at 41.66%
- Average ticket increased by \$40
- Sales improved by 3.1% when traffic during Q2 was down 3.8%
- \$150,000 increase within 90 days

Challenge

Ownership of this store had been looking for something to strengthen the culture and create an atmosphere where sales people were excited to produce more.

Management would coordinate the sales training but lacked inventory of material. They wanted more sales strategy involved in the day to day meetings without pulling random material from books and free online videos. Duplication of strategy was not being retained with these methods.

Approach

With the start of Cardone University, all employees were required to start the Beginner Sales Certification. Fifteen minutes of training every morning was the requirement to ensure that everyone was on the same page and working towards the completion of the part of the certification program. A forty-five-day deadline was targeted to get everyone on the same page with the foundations needed to start group sales training on proper meet and greet, fact finding, presentation skills and closing strategies training.

Once the right foundation was set in place and the sales culture started to build, daily sales training Bootcamps were to be held and lead by management.

Results

The company's culture saw an immediate change. Sales people were excited about getting to customers and understood that the more product they could help them with, the happier the customers became.

Cardone University Sales Bootcamps were being ran by management every morning. Fifteen-minute group meetings on one segment being taught in the right gradient lead to a better understanding of closing. The practical discussions gave management a much more engaging meeting in which sales people were able to learn and grow from. This increased their closing ratios all across the board.

Management and ownership said that for the first time they had found a training product that was yielding quantifiable results.

"I've been in retail sales for decades and this program is a tool that every business should have!" – Wyatt Ferguson