

ValueSelling & KCP: Accelerating Exponential Growth

ValueSelling amped up KCP's marketing approach. A global rollout coupled with ten consulting touchpoints led to sustainable and impressive growth.



Marketing Results: average increase

15% in seller confid

in seller confidence of marketing materials



186% increase in Click Through Rate



234%

increase in leads at tradeshow

Associated Sales Revenue:



23%

increase in win rate when ValueSelling applied*



ValueSelling responsible for

(CTR)

\$33M

of KCP revenue (annualized)



292%

increase in average deal size when ValueSelling applied*

