



# 10,000 Foot View

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## Case Studies

### MainTrax

#### *Closing more sales*

Scott Bakken at MainTrax knows they provide a great service. The company helps businesses monitor the results of their direct marketing campaigns and increase response rates. Clients can track the results daily from their own desktops. MainTrax has been saving their clients thousands of dollars in their marketing campaigns.

MainTrax has a solid base of clients from a broad range of industries, like the Minnesota Timberwolves and Comcast. Scott and his partner, Dave Patchen, have plenty of sales training and experience and know plenty of sales strategies. Good product, great sales knowledge; "it should have been a slam dunk", Scott said. But, the company struggled to win as many deals as they thought they should.

**"I was getting plenty of meetings. I would know these people could use our product, we would leave, high-five it in the parking lot and three months later they were still not on board,"** lamented Scott. "There was a disconnect."

MainTrax called on Todd Anderson at 10,000 Foot View to shed some light on the problem. **Todd is known for his direct, no-nonsense approach.** He put Scott, Dave and their sales person through some painfully honest critiquing sessions and wasn't afraid to be blunt. That was a great fit, said Scott. Todd drew out their strengths, and adapted a sales strategy that fit their styles and levels of comfort.

Todd was instrumental in helping them refine their sales approach, identify and connect with the right decision makers, present new angles to clients, and bring solutions that won new business. Scott and Dave call Todd when they have a unique client situation or need a specific angle for a pending opportunity.

"He always has a great answer that makes us say, 'Ah-ha!' For me to have a coach at my beck and call to get some inside answers is awesome. He gets the job done for us," said Scott.

MainTrax now has a more complete sales plan, identified viable industries and winnable prospects, and refined their sales propositions to reach the economic buyer. 10,000 Foot View also used its network of other professionals to help MainTrax redesign their PowerPoint presentation and effectively communicate their message.

As a result, MainTrax has successfully closed some big deals that were on the fence, started making the right connections, and cut their sales cycle for many deals by nearly half.

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