

MODERN BEAUTY



CASE Study • MODERN BEAUTY



NAME & POSITION: Helen Whyte, Director of Sales

COMPANY NAME: Modern Beauty

TIME TRAINING ON PROGRAM: 1 1/2 years

LOCATION: Calgary, AB



OBJECTIVES

- Investing in our people is the best investment we can make.
- We needed something our team could connect to daily professional development that our reps can access from anywhere.
- I was looking to become a better manager and leader of the team. I also wanted to get our entire sales team on the same page and have new ideas for sales meetings and running the team.



SOLUTIONS

- We have the whole sales team training on the platform along with all the managers who are also on monthly leadership support calls with the Cardone Canada team.
- When I find modules I love and find value in, I share them with the team. We discuss it in meetings and get the team to tell us what they got out of it.
- Training is discussed, shared and mentioned daily and weekly. Manager meetings are held regularly.
- We run meetings regularly using the content for our internal teams and also run seminars with our clients to help them with their business.



RESULTS ACHIEVED

Sales:

- *Our Calgary and Edmonton teams were both up substantially year over year.*
- *The numbers are even more significant for us considering the state of the market & that we were down sales reps.*

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SALES RESULTS

- We've also seen that our newer salespeople have accelerated growth because of the training.
- I do this training every day and I am committed to doing it. This is the best training system I've seen and the Cardone team and the support is amazing!



STAFF & CULTURE RESULTS

- The team's mindset – our people are looking at these sales roles as a career now. They don't need a formal education as we provide a great opportunity and the real world sales training they need to be successful.
- There is an improvement in how the reps are treating each other and the alignment with managers – mutual respect amongst the team.
- Team members are looking for and asking how they can advance themselves faster.
- Less negativity in the environment in general.



ABOUT STORE

Established in 1986 by Mike and Fay Jomaa in Calgary, Alberta, where we continue to operate today. Modern Beauty is one of Canada's largest beauty suppliers and is the exclusive distributor of numerous professional hair and beauty brands. Today, we are still a family owned and operated business with a team of over 200 dedicated and committed individuals. Our highly-trained sales team of over 60 business advisors, service hairstylists, salon owners and other beauty professionals across all of Canada. We currently have 24 store locations across Alberta, BC and Saskatchewan. We are passionate about the beauty industry and servicing Canada's licensed beauty professionals.