

## CASE STUDY

# DRIVING NEW BUSINESS GROWTH THROUGH PROACTIVE PROSPECTING

Methods in Motion delivered a proactive prospecting training program for Kimberly-Clark Professional's sales team.

## THE PROBLEM

When COVID-19 hit in 2020, it was a shock for businesses around the world. It was particularly devastating for many industries Kimberly-Clark Professional serves such as education and hospitality. Also, the sudden halt on travel brought on questions about what the future would hold. At first, there was a spike in demand for cleaning and hygiene-based products. That was followed by a sharp decrease in demand due to lower volume as well as DSRs (distributor sales reps) getting laid off or furloughed. All of this had a negative impact on inbound leads. Sales growth and new business dropped because leads weren't flowing from as many sources. The Kimberly-Clark Professional sales team was now challenged with finding, driving, and converting their own opportunities while also helping their distributors and channel partners.

*"We had fewer distributors and channel partners engaging with our sales team to bring in business. We needed better engagement and quality conversations. The question was how?"*



## SOLUTION AND RESULTS



Formula for Prospecting Success

Methods in Motion delivered a step-by-step guide for how to proactively and persistently prospect, while following a repeatable process.



Growth in New Business

Kimberly-Clark Professional experienced an increase of \$1.3M in new business in under four months.



Improved Engagement with Customers & Distributors

With the Methods in Motion prospecting approach, the Kimberly-Clark Professional sales teams was able to find and drive their own opportunities as well as bring business to their distributors.



Increased Prospecting Confidence

The post-training assessment showed a significant increase in confidence when cold calling and prospecting compared to the pre-training study.

*"We have a behavior here at Kimberly-Clark Professional called 'win consistently' and I believe this training has empowered us to do that."*

- Shawn M. Konicki



[WATCH THE VIDEO](#)

**METHODS**  
IN MOTION

TRAIN. RETAIN. MASTER.

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