

UASI doubled its growth rate and ramped new sellers faster.

A business services company serving the healthcare industry had rebuilt its sales team and was already gaining traction. NeuroSelling® added momentum, helping sellers become effective sooner, and the numbers followed.



CLIENT



INDUSTRY

Business services

PROGRAM

NeuroSelling®

THE CHALLENGE

A rebuilt team with real traction, ready to accelerate.

Accelerate new-hire time to value

Help newly hired sellers ramp to productive, confident performance faster.

Navigate complex buying groups

Equip the team to engage the many stakeholders involved in healthcare buying decisions.

Build on early momentum

Turn growing traction into broader conversations and larger opportunities.

THE APPROACH

Communication science, not sales scripts.

The strongest sales conversations start with trust, not capabilities and specs. NeuroSelling® teaches sellers to earn safety first, build trust second, and engage the rational brain last, giving a growing team one shared, repeatable way to open and advance opportunities.

Trust before capability

Open on the customer's world, not the service catalog.

Questioning that opens scope

Surface goals and quantify problems behind the request.

Practice, measured

A platform that scores the behaviors, not the survey.

BEHAVIOR CHANGE

Six selling behaviors moved, all in the same direction.



Measured improvement across critical selling behaviors following NeuroSelling® implementation.

THE OUTCOME

YEAR-OVER-YEAR GROWTH

2x

Twice the prior year's rate.

AVERAGE DEAL SIZE

+20%

Larger deals across the board.

NEW-HIRE TIME TO VALUE

Faster

New sellers ramped to productive performance significantly sooner.

CLIENT PERSPECTIVE

"Overall, the training and platform gave our team a much sharper, more confident approach to managing deals from start to finish. By replacing guesswork with a repeatable framework, we've gotten significantly better at navigating tough conversations, reducing friction, and driving deals forward with clarity."

VP, Strategic Account Management · UASI