



Three M Tool
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We design and manufacture industrial wire baskets. We sell primarily to manufacturing companies and most of our projects are very customer-specific and unique, which means our quoting process needs to collect and organize a lot of technical details through a consultative sales process. Our Sales Team was getting overwhelmed by the volume of projects and was letting project details slip and not effectively following through on open quotes.

Aaron at Scorecard has been coaching our primary salesperson with his selling technics and organizational tools that have helped her to be more comfortable approaching new prospects, capturing important project details, and very effectively closing projects.

Aaron also provided some useful training to our customer service team that allowed us to confidently shift tasks away from our primary salesperson, which substantially improved our overall sales process.

Aaron has developed a broad set of valuable selling skills to share, and everyone here finds his personal coaching style warm, supportive and engaging.

Austin Hunt
President