

## Measurable results

Kym continues, "ATS training has worked firstly to increase the skills and performance of our sales force and, ultimately, increased our sales penetration leading to greater gross margins on products sold and therefore greater profitability."

*"ATS training brings you back to reality in a manner that doesn't leave you traumatised - which is exactly what we were looking for."*

Michael McGuirk, National Manager Strategic Projects, Atlas Steels

Kym asserts, "We can clearly measure the results of training by ATS. In comparison to a time when there was no sales training to where we are today, we can identify a direct correlation of the effect of sales training."

In addition, Michael stated, "We can assuredly say that in the period since the training, our profit is up 25 to 30 percent. Although this is not entirely attributed to ATS, the results are evident both in profit and increased sales since we took them on."

*"ATS champion skills rather than rhetoric, that is, they have a superior and practical understanding of the skills of selling and we had a real need for exactly that within various aspects of our business."*

Michael McGuirk, National Manager Strategic Projects, Atlas Steels

## ATS follow through

Michael explains, "One thing we particularly like is the four-half day, quarterly follow up sessions that ATS provide. They serve as reinforcement and moreover, ATS regularly follow up everyone who attended the training with sales tips via email."

Kym adds, "One of ATS' major strengths is that they provide us with ongoing support. With ATS it is not just a 'once off' offer. They provide a continuous hammering program that keeps reminding you of the skills of selling and I enjoy the follow up. We now use ATS to train all new staff."

*"ATS training has really motivated our sales force."*

Michael McGuirk, National Manager Strategic Projects, Atlas Steels

## So what does the sales force think?

Kym states, "The sales people trained by ATS think ATS are fantastic and thoroughly enjoyed the training. New staff benefit the most because they are trained from the ground up, and incumbent staff have found the training valuable as a refresher or reminder. ATS provide us with practical game plans and this is backed up by their professional sales skills and training."

Michael concludes, "ATS are down to earth, highly skilled and experienced - they have been there and done it. ATS work professionally in a manner that makes participants relaxed while taking them out of their comfort zone."

### About ATS Training Systems

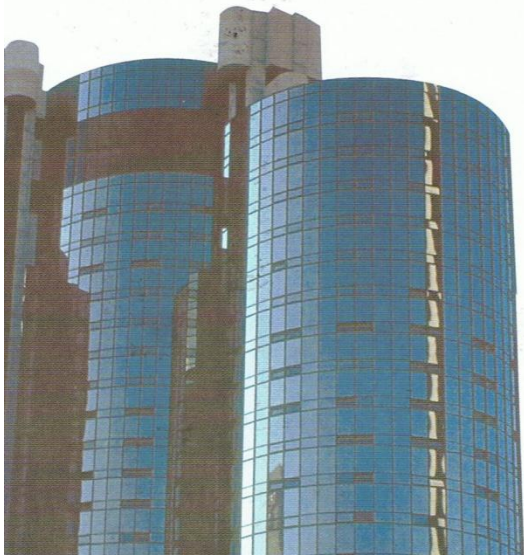
ATS Training Systems have been providing personalised sales training to meet the specific needs of corporate clients across a broad range of industries for more than 25 years. ATS' sales training courses have helped more than 350 companies achieve their business objectives and throughout Australia there are over 11,000 graduates of the sales techniques and strategy ATS have pioneered.

Call us for more information on **(02) 9884 9055**. Visit our website at [www.atstraining.com.au](http://www.atstraining.com.au) or email us at [info@atstraining.com.au](mailto:info@atstraining.com.au)

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*More Sweat in Training Less Blood in Battle*



## Sales training pays off for Atlas Steels

Atlas Steels (Australia) Pty Limited traces its roots to the stainless and specialty steels manufacturer, Atlas Steels Canada. The company first became associated with Australian industry in 1939, as a major supplier of specialty steels for the Australian war effort.

Since its inception in Australia, Atlas Steels has grown to become one of Australia's largest stainless and specialty steels distribution companies. As such, it services a large and diverse customer base through its network of service centres and semi finished product manufacturing operations.

*"ATS' main strength is espousing the principles of selling and getting that message across to a particular industry."*

Kym Godson, Managing Director, Atlas Steels

### ATS Training Systems - the supplier of choice

When it was identified that the Atlas Steels sales force required specialised sales training to increase selling performance, ATS Training Systems was selected as the trainer of choice.

Kym Godson, Managing Director, Atlas Steels, explains, "We recognise that increasing the skills of the sales force leads to greater profitability. We looked into several training providers and even a motivational speaker."

"I first heard of ATS via a referral, and when I initially spoke to ATS I found not only had they worked with another company I knew but they also possessed a working knowledge of the steel industry."

Michael McGuirk, National Manager Strategic Projects, Atlas Steels asserts, "We considered sales training to increase profit and gain gross margin improvement, and to differentiate us from our competitors in the steel distribution business."

*"The greatest benefit we have realised from ATS training is extra profitability."*

Kym Godson, Managing Director, Atlas Steels

### Far from 'typical' sales training

Michael explains, "I co-ordinated the training and I was ultimately responsible for its success. I had to sell it internally and initially there was a slight "not another training course" attitude. Essentially, we needed training that was down to earth, realistic and really worked. When we compared the competition it became evident ATS could provide us with the right training for our requirements."

### Customised training

As no two businesses are alike, ATS Training Systems develop personalised content for their clients addressing specific business requirements. Michael elaborates, "Our sales people sell to a variety of industrial markets. Atlas Steels are importers and stockists of stainless and speciality steel products. Ninety percent of what we sell is imported. We have high market shares but there is plenty of competition. Our core business comes from industries such as mining, transport, food processing, and hospitals."

Kym attests, "ATS provided Atlas Steels with a customised training program tailored for our business and industry. Furthermore, ATS have assisted us with setting realistic guidelines on what is required from the sales team."

*"ATS training has significantly improved our performance, and has certainly exceeded my expectations."*

Michael McGuirk, National Manager Strategic Projects, Atlas Steels

### Reaching a vast sales force

ATS worked with Atlas Steels sales people at various geographic locations, organising work groups in capital cities. Kym said, "When it came to the logistics of training our vast sales force, nothing was too much trouble for ATS. I was impressed by ATS' ability to service us in major locations throughout our 16 branches across Australia and New Zealand."

