

A man and a woman in business attire are looking at a tablet together. The man is pointing at the screen, and the woman is smiling. They are in an office setting.

# Scaling Success System™ Enterprise Sales Training Overview

## *The Only Sales OS for Industrial Sales*

Hi, I'm Chris Crane, the President & Founder of Scaling Success. I install the **Scaling Success System™** into industrial sales organizations, and teach individuals sales reps & leaders how to become a formidable sales professionals.

I have assembled this document to provide you with insight into my background, and outline a comprehensive overview of our program, our process, and why I believe this will be the best investment you will ever make in your sales organization.

Sincerely,

Chris Crane  
Founder & President

# Industrial Sales Is Unique

## Industrial Sales Isn't Generic Selling

Industrial sales requires specialized approaches that generic sales methodologies simply can't address - it needs purpose-built systems designed for the unique challenges of industrial markets.

## Directly Tied to Economic Cycles

Industrial sales activity is directly connected to economic conditions, making buyers more economically aware and cautious in their purchasing decisions.

## Savvier, More Complex Buyers

Industrial buyers are much more sophisticated than retail or SaaS customers, requiring deeper expertise and more strategic approaches to earn their trust.

## Higher Stakes, Longer Cycles

Deal values are significantly higher with longer, more complex sales cycles that typically involve outside sales roles and multiple decision-makers.

# Does This Sound Familiar?

## Underperforming Sales Teams

If your sales team consistently misses its goals, it often means there are bigger issues with strategy, teamwork, or processes.

## Individual Sales Reps Missing Target

Even with hard work, individual sales reps are not reaching their sales targets. This affects their pay and company revenue.

## Sales Leaders Who Cannot Coach Effectively

Sales leaders often find it hard to give their teams the right coaching and feedback to help them improve skills and reach their full potential.

## Missing Your Annual Budget Target

Not closing enough deals and growing revenue means your company will miss its yearly budget and financial targets.

## Sales Training That is Not Industry Specific

General sales training rarely covers the specific challenges of industrial sales, leaving your team unprepared for unique client needs.

# Why Consider Me?

## Coaching People & Teams for over 12 Years

I've been coaching leaders and individuals for over 12 years. My program helps industrial sales professionals achieve lasting success by focusing on both skills and mindset.

## Trained over 150+ Industrial Teams Trained

I've personally trained more than 150 industrial sales teams and reps. My methods are proven to work across different industrial sectors, consistently boosting performance.

## The Scaling Success System™

The Scaling Success System is a complete sales operating systems designed to change how you engage clients and close deals. It is forged from 15 years in the field, \$100M+ in closed deals, and elite teams trained across Canada and the U.S.

# Scaling Success System™

## ARC5™

ARC5™ is the backbone of the entire system. It teaches you how to move through your entire sales process in a systemized manner, making everything connect with full effect.

## AIPS™

AIPS™ teaches you how to position yourself as a high-value sales rep, ensuring your approach with prospects delivers effective results & gains that first critical meeting.

## CICSR™

CICSR™ is a discovery question framework that will guide you through every question you should be asking from the initial phone call to the first meeting, to the second meeting and beyond. You will always know what questions to ask and when to ask them.

## PTR™

PTR™ provides you with killer objection handling phrases & sequences so you are never stuck with buyer comments, like, "this is too expensive," or "we don't have time to meet you," or "I've never heard of your company."

## Sales Process Pillars

The sales process pillars define the remaining components of the Scaling Success System: buyer meetings, solution development, strategy, time management, application & legacy, giving you a complete sales operating system. positive outcome.



# Program Delivery

## Live Coaching

Decide if you want a one-day, 12-week, or a continuous retainer for live team coaching.

## Live Recording

Receive recordings and full transcripts of every coaching session for easy review and future reference.

## Virtual & In-Person Delivery

All sessions are conducted conveniently online via Microsoft Teams, allowing you to participate from anywhere.

## PDF Workbooks

Gain to E-books, proprietary ARC5™ method guides, and essential playbooks to reinforce your learning.

## WhatsApp Support

Unlimited personal access to Chris via WhatsApp throughout your program.

# Program Pricing

One Day:

\$8,000 USD

12-Week:

\$1,050 USD/month per person

Retainer:

To be determined based on need and team size

# Program ROI

## — Sales Operating System

Set up a clear, standard sales system for your whole team, leading to predictable and repeated success.

## — Elevated Team Performance

Turn individual sales reps into a strong, skilled, and united sales team.

## — Accelerated Revenue Growth

Hit higher team goals, close more deals together, and make more profit, making your sales team vital.

## — Sustainable Team Growth

Build core sales skills to lower staff changes, create a strong team spirit, and ensure success for many years.

# Client Success Stories

## Hunter Telford, Territory Sales Manager

"Chris Crane's 8-week course was a game-changer for my transition into industrial sales. His techniques and feedback are truly next-level, significantly increasing my closing ratio and success with existing accounts. The weekly personalized coaching and recorded discussions provided actionable insights that I could immediately apply."

[Linkedin](#)

## Ken Lulow, President - Line Worker Solutions

"Before Chris, sales felt foreign. His unique process reshaped my entire way of thinking, not just about sales but life. I learned practical, repeatable skills that led to clearer discovery, better qualification, and value-based proposals. Even halfway through the course, I closed a major deal using his framework. Chris's high-integrity, field-tested approach builds real confidence."

[Linkedin](#)

## Johnny Hampton, Regional Sales Manager

"Chris's leadership by example completely changed my outlook on sales, leading me to my dream role and consistent success. He helped me understand the proper sales process and cultivate a customer-first mentality. His honest, straightforward approach is invaluable – I'd keep him on speed dial for my entire career!"

[Linkedin](#)

# Our Process

## Book a Call

Book a strategy call to ensure this is a good fit for your current needs and you support the investment.

## Train

Guided, live training led by Chris Crane to ensure you maximize your results and outcomes.

## Transform

Use your teams skills to hit target and have consistent sales process that will compound for years to come.

# My Thanks...

I really look forward to working with you and watching your success accelerate. I truly believe this will be the best investment you will ever make in your sales organization.

If you are ready to get started, click the button below and let's go!

[\*\*Book a Call\*\*](#)[\*\*Linkedin\*\*](#)[\*\*Website\*\*](#)