



Scaling Success System™

Individual Program 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 for yourself.

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.

As a sales rep the issues are...

Booking Meetings with Prospects

Trying to book meetings with your ideal customers is often the toughest part. If you can't get the meeting, you can't win the deal.

Timid Objection Handling

Objections happen at any point during the sales process and if you cannot handle them with ease and confidence the deal is over before it begins.

Poor Discovery Process

If you get the meeting many reps don't know to ask the right questions to get the right information. If this step fails, your solution will not be effective.

Ineffective Proposals

Most reps generate generic proposal with no ROI. Not only is this ineffective, your chances of closing the deal are slim to none.

Not Hitting Quota

All of this leads to the biggest problem of all: missing quota and not hitting your income expectations. All of this can be solved with a proper sales system, and that is I show you next.

As a sales leader, the issues are...

Team Isn't Hitting Sales Targets

Your sales team consistently misses its goals. This might be due to issues with strategy, coaching, or motivation, and you're looking for solutions.

Individual Reps Struggle to Perform

It's hard to give each sales rep what they need to meet their personal targets. This affects the team's overall success and revenue.

Coaching Strategies Aren't Working

You know good coaching is important, but you're struggling to find a way to consistently build your team's skills and give useful feedback.

Pressure from Missing Financial Goals

When your team's sales performance falls short, it puts pressure on the company's revenue and budget. This impacts your leadership directly.

Generic Training Fails Industrial Sales

You often find that standard sales training doesn't fit the specific needs of industrial sales. This leaves your team unprepared for unique client situations.

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 sales reps

I've personally trained more than 150 industrial sales reps and managers. 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.

8-Week Program Curriculum

Phase 1:

The ARC5™ Sales Sequence

Learn to guide prospects smoothly from initial contact to successful close.

AIPS & PTR™ Frameworks

Transform common sales objections into opportunities for deeper engagement

CICSR™ Discovery Framework

Learn to ask questions that reveal precise pain points and ensure buyer alignment.

Phase 2:

Navigating Buyer Meetings

Understand buyers non-verbal and verbal language & navigating multi-stakeholders.

Precision Closing Techniques

Master closing techniques that guide conversations to natural conclusions.

High-Value Solution Development

Craft solutions that deliver exceptional ROI with quantified value.

Phase 3:

Territory & Time Management

Learn how to properly manage your time and your territory with effective strategies.

Leading a Sales Team Effectively

Develop essential leadership skills to inspire and motivate your sales team,

Application & Strategy

Apply everything you have learned into a cohesive & effective outcomes.

Selling Legacy

Finalize your transition from salesperson to sales professional and define your legacy.

Program Delivery

Live Coaching

90-minute weekly live sessions, led personally by Chris Crane, every week for 8-weeks.

Live Recording

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

Virtual 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.

8-Week Program Pricing

\$2,495 USD per seat

The group cohort mastermind is limited to 5 seats and runs every 8-weeks.

Program ROI for reps

Formidable Sales Professional

Grow from a regular salesperson into a true sales professional, gaining real knowledge and confidence in your role.

Strategic Clarity

Having learned the Scaling Success System™ you will be equipped with a robust set of skills, setting you apart from your peers and competition.

Bigger Paychecks

Your skill will compound fast. After every session you will notice more & more buyers are receptive to your new approach, leading to faster income compounding.

Lifetime Skill

This will become the best investment you will make in your sales career. You'll gain skills that keep paying off throughout your entire sales career, year after year.

Program ROI for leaders

Build a High-Performing Team

Turn individual reps into a strong, skilled, and united sales team. This shows your strong leadership.

Improve Strategic Oversight

Get clear insights into performance gaps and team issues. This helps you optimize strategy and resources.

Increase Revenue Faster

Guide your team to hit higher goals and close more deals. This leads to faster revenue growth and shows your impact.

Build Lasting Leadership

Develop core sales skills and team spirit to lower turnover. This creates a stable, successful sales team for the long term.

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](#)

Johny 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

Apply

Apply to see if you are good fit for the cohort. If you are, you will begin training on the scheduled start date.

Train

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

Transform

Use your new skills to close more deals, build stronger client relationships, and become a professional.

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 leadership career.

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

[Book a Call](#)

[Linkedin](#)

[Website](#)