How a National Building Materials Manufacturer Turned a Single Training Program Into a 15-Year Sales Development Partnership

CAREW INTERNATIONAL

138+
Participants trained across 9 cohorts

+55 pts
Avg. knowledge lift before vs. after

4.72 /5
Overall program rating

9.5 /10
Avg. likelihood to recommend Carew

THE RELATIONSHIP

Carew International has partnered with a national building materials manufacturer since 2010, more than 15 years of sustained investment in building a more consultative, customer-focused sales organization. The relationship spans multiple business units and has continued through leadership changes, market shifts, and evolving team structures, reflecting an organizational commitment to sales development that has outlasted any single team or initiative.

Across nine training sessions and 138 participant surveys, Carew has delivered Dimensions of Professional Selling to this manufacturer's sales professionals nationwide, providing a shared framework for the conversations that move customer relationships forward across a building materials sales environment shaped by long relationship cycles, multi-stakeholder accounts, and deep category expertise.

WHAT WE BUILT TOGETHER

Carew has worked closely with this manufacturer to adapt Dimensions of Professional Selling for the realities of building materials sales, including the long relationship cycles, multi-stakeholder accounts, and category expertise that define how the company's sales professionals go to market. Sessions have brought together participants from across business units, creating both a common sales language and cross-functional connections that extend beyond the training itself.

Recent programs have featured scenarios and role-play exercises built around the manufacturer's own selling environment, delivered by facilitators who understand that environment from the inside. Participant feedback consistently points to the LAER framework, gap-based exploratory selling, and the presentation diamond as the concepts most immediately applicable to day-to-day work with customers.

WHAT THE DATA SHOWS

- Across all sessions, participants consistently cite gap-based selling and the LAER framework as skills they will apply directly with customers and internal stakeholders.

FROM THE FIELD

"DPS training exceeded my expectations. I am proud to say I am part of an organization of many talented professionals. The room was high energy!"

DPS PARTICIPANT

PARTICIPANT VOICES

"This would be invaluable for anyone in the sales profession. I hope we have more trainings like this in the future."
DPS PARTICIPANT

"Honestly, I can't think of much to improve. I usually do not look forward to trainings and this was an excellent course."
DPS PARTICIPANT

"Our facilitator challenged the group, provided real world examples from her own experiences, and gave us a plethora of tools to utilize in not only customer conversations but conversations in life."
DPS PARTICIPANT