



CASE STUDY: **Leighton Engage**

Introduction and Challenge

Leighton Engage is a digital marketing agency based out of St. Cloud, Minnesota. They are the sister company to Leighton Broadcasting, a legendary radio company celebrating their 60th anniversary this year.

At Leighton Engage, their team is committed to transforming businesses with cutting-edge marketing solutions, and they offer clients a comprehensive suite of services tailored to meet each company's unique needs and goals.

The company is also very interested in enhancing their sales processes and ensuring consistency across all channels and touch points. While striving to expand and optimize their target audience, they encountered several challenges in terms of training their small team. They didn't feel like they had the capability or expertise to provide high-quality training in-house. Therefore, they began searching for external assistance to facilitate their training process.



Leighton
Engage

Business Objectives/Goals

Leighton Engage decided to enlist the help of Navaquest for their training initiative. Navaquest was able to help them reach their business goals by means of several key steps:

- › Navaquest provided the team at Leighton Engage with extensive industry knowledge that sharpened their focus and helped shape their processes and workflows.
- › Navaquest distinguished themselves from other training courses by going beyond conceptual ideas and information. They equipped Leighton Engage with valuable resources and practical steps to enhance their sales process and elevate their service standards.
- › Theresa, a coach from Navaquest, played a vital role in this project as a guide for Leighton Engage's team. She assisted them in prioritizing the necessary steps for scaling their business and ensuring client retention.

In summary, Navaquest provided Leighton Engage with a training course that covered both theory and real-world scenarios, customized the course to fit their specific needs, and utilized regular and effective communication to ensure that they received the maximum benefit from their investment.

Results

During this period of partnering with Navaquest, Leighton Engage witnessed a remarkable spike in their sales (over 250%). One of the most crucial elements driving this growth was improved client retention, which came about as a direct result of implementing enhanced service standards. In other words, Navaquest's learning and development offerings had helped them increase customer satisfaction, leading to stronger, longer-lasting relationships.

In addition, Leighton Engage was able to expand their client base through increased efficiency in the sales process. For example, they were better equipped to identify sales opportunities that aligned with their team's greatest strengths, and then transform those opportunities into closed deals.

Leighton Engage was also able to strategically position their focus around client outcomes, ensuring upfront clarity on what mattered most to their clients and how they would measure success together.

In the final analysis, Leighton Engage's partnership with Navaquest resulted in a more consistent sales process, increased efficiency, and accelerated growth.

If you'd like to learn more about how Navaquest can help your sales team become more effective, [contact us](#) today.

250%
SPIKE IN SALES

IMPROVED
CLIENT RETENTION

EXPANDED
CLIENT BASE