powered by WINS™

From Fragmented to Focused

How Boon Edam Doubled Revenue with the WINS Model™

The Challenge

In 2011, Boon Edam, a global leader in the manufacturing of secure entry ways, faced a familiar challenge: sales growth was stalling despite strong products and talented reps. Performance was inconsistent, forecasting was unreliable, and teams were disconnected. Sales cycles dragged on, deals stalled, and reps were more comfortable pitching product features instead of uncovering the real problem driving strategic buying decisions.

Without a shared language or system, the team was stuck in a transactional trap, chasing quotes and activity metrics instead of thoughtfully driving results.

The Turning Point

Instead of limiting their choices to new sales tools or training, Boon Edam's leadership made a bold decision: invest in a system. They partnered with veteran sales strategist James Rores and adopted the WINS Model.

The WINS Model is the world's first servant leader-centric conversation framework for ambitious sales and customer-facing teams. Whether engaging a lone decision-maker or a complex buying center, WINS makes it simple and natural to achieve the "Four Agreements" of a successful buying decision—your buyer's WANTS, IMPACTS, NEEDS, and SOLUTION.

Before WINS	After WINS
No predictive qualification process	A **unified framework** used by the inside, RSM, enterprise, and global sales teams
Pitch-first conversations	**Opportunity-first conversations** designed to create champions of change
Stalled sales cycles with low buyer momentum	Faster sales cycles and **deeper buyer trust**
Siloed sales teams	**Shared qualification standards** that enabled Team Selling

WINS wasn't just training; it became the foundation for sales onboarding, coaching, and leadership development. WINS aligned every rep around a common goal: Helping buyers make successful buying decisions.

> ***"James has been a key part of our success and culture since 2011."***



Mark Borto
CEO

The Results

Since adopting WINS, Boon Edam has achieved:

- **53%** share in the Security Doors segment
- **24%** market share in the Americas (double the next competitor)
- **2X** revenue growth over our first five years together
- The successful expansion of key enterprise and global account teams
- Stronger buying relationships and win rates across the sales organization

Why It Worked

Created by James Rores, the WINS Model™ is based on years of field research studying the habits and behaviors of elite (top 5%) sales performers. Over the last two decades, WINS has been proven by more than 27,000 sales and customer-facing team members from over 100 industries, representing 11 million+ hours of live fieldwork. WINS is a practical, actionable, data-driven methodology that can scale your career and your organization with the highest probability of success.

At Boon Edam, WINS helped the team 'Escape The Transactional Trap' by:

- Replacing pitch-first habits with **value-centric conversations**
- Turning sales into a **path to partnership** instead of pressure tactics
- Creating a shared language that enabled a **customer-first culture**
- Introducing **one sales framework** to unify every sales and customer-facing team

The Takeaway

Most consultative sales and customer-facing professionals don't realize how deeply their buyers' transactional mindset has shaped them—a mindset that feels normal and productive but quietly erodes trust, stalls deals, and limits growth. Unlike traditional consultative and value-based sales methodologies, WINS™ helps you Escape The Transactional Trap, the cycle of pitching, proposing, and defending that leaves you and your buyer misaligned. WINS replaces that cycle with a collaborative, leadership-centric conversation model that allows you to transform buyers into champions of change.

Boon Edam's journey and hard-fought success demonstrate that growth isn't about hiring more reps or deploying more technology; it's about helping every valued member of your team develop the winning habits they need to reach and redefine their potential. If your team is ready to lead with clarity, build trust, and scale with confidence, this story proves what's possible.

Ready to Build a Sales Team That Wins on Purpose?

Book a discovery call with James Rores and explore how WINS can transform your team.

Book Today

"Since partnering with James and WINS in 2011, we've enjoyed record sales and profit growth.Our team is more confident, more aligned, and more effective. The results speak for themselves."



Greg Schreiber
VP of Sales