



Nast Partners top line revenues increased over 270% in the first 3 years as Certified Partners for PI.

The Company

Christine and David Nast launched their executive coaching firm, Nast Partners, in 2014. A husband-and-wife team, both bring extensive backgrounds in training, recruiting, coaching, and leadership development. David tackles business development and sales while Christine handles the customer service, contracts, and training.

The Opportunity

While their understanding of executive coaching and leadership development was able to help their clients, they knew they could be doing more. Christine and David felt like something was missing from their value proposition and that their impact was limited.



At first, we thought we were adding another arrow in our quiver, but it turned out to be everything.

David Nast

PI in Action

One of Nast Partners earlier clients, a manufacturing firm, was struggling with turnover in their sales department. Sales reps were required to possess at least ten years of mechanical engineering experience. With a long sales cycle and an average price of their product being around \$800,000, losing a veteran sales rep delivered significant blows to the firm. Anytime they would get a promising new sales rep up to speed, they'd lose someone else. Armed with the science of The Predictive Index and the wealth of experience David and Christine bring to the table, that client has not lost a single sales rep in the two-and-a-half years since becoming a client, allowing the client to focus on growth and exceed sales. The retention of salespeople has saved them over \$100,000 a year, plus their sales have increased by more than 25% per year since implementing The Predictive Index.

The Solution

Both David and Christine had been end-users of The Predictive Index in roles at a previous company, so they knew about the tremendous value PI had. It was a tool that could attach data to the issues their clients were having, as well as map out solutions to future challenges. When it became an option for the Nast Partners to become Certified Partners in 2016, their company changed dramatically.



Armed with the confidence of working with the platform in the past, and the early and immediate success they were having with PI, David and Christine decided to completely rebrand Nast Partners, logo and all.

The PI partnership fundamentally changed how Nast Partners went to market. As executive coaches, they were selling a service. With PI, they began selling a product. Instead of being dependent on verbally illustrating the dynamics of their client's people problems, Nast Partners was now able to present a visual, data-rich solution to complement their coaching.

The Results

Presenting comprehensive and informative solutions has dramatically improved Nast Partners' ability to win new business, and the repeatable and scalable process of The Predictive Index generates indelible customer loyalty.

The Predictive Index gives their clients the scientific curriculum to streamline management training for the long-term, which saves the Nast Partner client's millions of dollars.

“

Nast Partners top line revenues increased over 270% in the first 3 years as Certified Partners for PI.

David Nast

