

Revenue Storm Celebrated for Sales Training & Enablement Excellence

Global Sales Training Firm Wins Gold & Bronze Stevie® Awards for Innovation in Sales Training & Enablement

Schaumburg, IL – March 6, 2025 – [Revenue Storm](#), a global leader in B2B sales training, coaching, and enablement tools, has been honored with three prestigious Stevie® Awards at the 19th annual Stevie Awards for Sales & Customer Service. This recognition highlights the company's commitment to transforming sales organizations through cutting-edge technology, strategic coaching, and data-driven methodologies.

2025 Stevie® Awards Wins:

- Gold Stevie Award – Sales Enablement Solution – Implementation
- Bronze Stevie Award – Sales Training Product of the Year
- Bronze Stevie Award – Sales Training Practice of the Year

The Stevie Awards for Sales & Customer Service are recognized as the world's top honors for sales, customer service, and business development professionals. More than 2,100 nominations from 45 countries were submitted this year, with winners selected by an esteemed panel of 176 industry experts.

"Our training approach goes beyond knowledge—it's about building repeatable, high-impact sales behaviors that drive real results. Through interactive learning experiences, intelligent Salesforce apps, and real-world application, we empower sales teams to execute with confidence." - **Kevin Doddrell, CRO, Revenue Storm**

Gold Stevie Award: Sales Enablement Solution – Implementation

Revenue Storm's Gold-winning submission, [RevStorm Salesforce Apps](#) - **IBM Technology Implementation**, highlights the impact of insightful sales apps and structured coaching in driving measurable success for IBM's global sales teams.

- IBM Technology integrated Revenue Storm's science-backed sales methodology across nine key markets in Q4 2024, resulting in **significant win rate growth** across all IBM markets leveraging Revenue Storm tools.

"The integration of Revenue Storm's tools and coaching into IBM's sales process has been a game changer. The measurable impact—tripled win rates in key markets and significantly increased revenue—proves that this approach works." - **Steve Schumer, Global Sales Enablement & Adoption Leader, IBM**

"These tools provide critical insights that help our teams identify risks, strategize more effectively, and ultimately, close bigger deals. The proof is in the numbers." - **Dave MacDonald, General Manager, US Industry Market, IBM**

Bronze Stevie Awards: Sales Training & Enablement Excellence

In addition to the Gold Award, Revenue Storm's [Account Blueprint™ Workshop](#) and **Sales Training Practice** were honored with Bronze Stevie Awards, reinforcing the company's dedication to developing structured, repeatable sales processes that optimize deal execution and relationship management.

"We debuted the Revenue Storm's BluePrint with a strategic account in Barcelona, Spain, involving sales, leadership, delivery, and technical support. The result? €60 million added to the immediate pipeline. Expanded across strategic high-tech accounts, Blueprint generated over \$500 million in new opportunities in 2024. The impact speaks for itself." - **Bill Wallace, EVP, Revenue Storm**

Revenue Storm's **data-driven sales training and coaching programs** have been widely adopted by leading global brands, where sales leaders have seen significant improvements in performance and strategic deal execution.

"With Revenue Storm, we now have a structured approach that ensures we're building the right relationships and making data-driven decisions. Their expertise has played a major role in our sales transformation." - **Carola Puusteli, Strategy & Technology VP, Schneider Electric**

"The strategic approach Revenue Storm brings has completely changed how we engage with customers. Their coaching and tools give our teams the insights needed to navigate complex deals with confidence and integrity." - **Claudia Massey, Vice President Global Sales, Schneider Electric**

Revenue Storm: A Leader in B2B Sales Training & Enablement

At Revenue Storm, we don't just train sales teams—we transform them. Founded in 2001, Revenue Storm is a **female-led company** with a singular focus: **improving B2B sales effectiveness through behavioral science, data analytics, and strategic coaching**. We partner with top enterprise technology brands worldwide, helping them achieve higher win rates, revenue growth, and long-term sales success.

Revenue Storm's **sales training, coaching, assessments and tools** are delivered globally, reaching over 60 countries in seven languages. Originally founded to serve high-tech and consulting industries, we have expanded into manufacturing, telecommunications, and financial services, driving sales transformation in competitive, fast-paced markets.

"Success in sales is not just about selling—it's about selling differently. Our methodology combines science, technology, and coaching to create sustainable revenue growth for our clients." - **Debby Rizzo, CEO, Revenue Storm**

For the full list of Stevie Awards for Sales & Customer Service winners, visit: [2025 Stevie Award Winners](#)

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About Revenue Storm

Revenue Storm is a global leader in B2B sales training, coaching, and enablement tools, dedicated to helping organizations accelerate revenue growth through data-driven methodologies and behavioral science. Founded in 2001, Revenue Storm is a female-founded and led company that partners with top enterprise technology brands worldwide to improve sales effectiveness, increase win rates, and drive measurable business impact. With a focus on transforming sales behaviors, Revenue Storm's approach integrates AI-powered CRM applications, strategic coaching, immersive training experiences, and sales intelligence tools to equip sales teams with the skills and strategies they need to succeed in today's complex selling environments.

Revenue Storm operates in over 70 countries and delivers its programs in seven languages, supporting industries such as technology, manufacturing, financial services, and telecommunications. By combining sales science with practical execution, Revenue Storm empowers organizations to drive sustainable, ethical, and high-performing sales cultures. For more information, visit www.revenuestorm.com.