

CASE STUDY: SKYROCKET YOUR ACTIVITY/APPOINTMENTS

Increasing Overall Performance with BEATTIES BASICS OFFICE PRODUCTS

Client's Business Objectives:

(Contact began February 2012)

- Significantly increase sales appointments and activity through increased prospecting skills;
- Increase Market Share through better business development efforts of the sales force;
- Increase customer relationship management through a comprehensive territory analysis workshop;
- Increase Behavioral Skills of Sales Team and managers to achieve goals.

Client's Sales Performance Improvement Challenges and Needs:

- Well established in the market place however seeking increased growth;
- Sales Skills of the Team were not aligned and consistent throughout the organization;
- Senior Management had no system for accurately measuring and forecasting the success of their business development sales representatives;
- Beatties Basics Office Products had no scientific approach for measuring and enhancing relationships.

The Complete Sales Factor Solution:

(February 2012 – Ongoing)

- ROI-E's Assessment process of the entire Sales Team for mathematical benchmarking of Behavioural skills and key metrics;
- Execution and implementation of the Sales Relationship Management System (SRMS);
- Execution and implementation of the Sales Appointment System (SAS);
- Complete evaluation and metric tracking of all new sales appointments and activity.

Future Phases:

- Execution and implementation of the Sales Consultative System (SCS);
- Execution and implementation of the Sales Negotiation System (SCS);
- Execution and implementation of the Sales Coaching Opportunity System (SCOS).

The Facts:

Interim metrics and evaluation obtained June 2012)

- Average of 30 Extra Appointments per week across the team (See graph on following page)
- Sales are up 6% whereas industry is flat, and ratios are improving;

Conclusion:

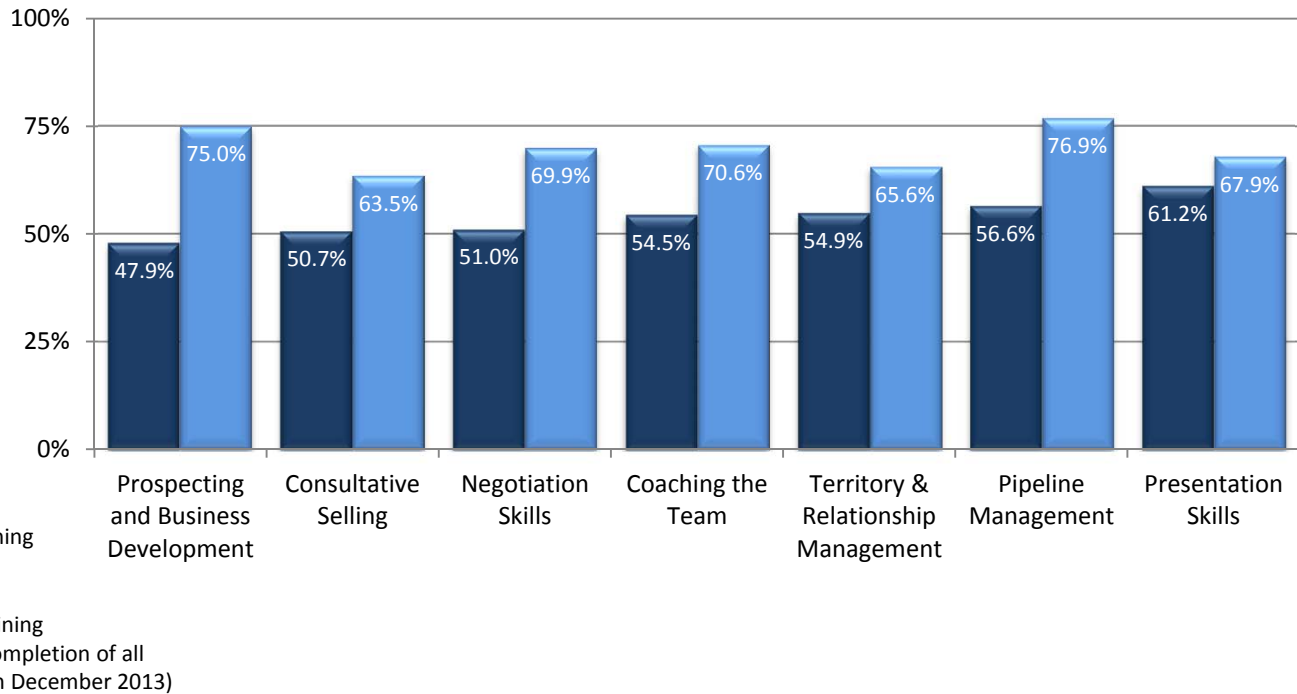
- Client ROI-Return on Investment was over 500%;
- Client is extremely pleased with outcome:

"As a company, we are continuing to invest in our sales force. It is crucial that we provide ongoing training, education and sales tools, to assist our team in growing sales. So far the results speak for themselves."

Ted Hoxie, President, Beatties Basics Office Products

The Big Picture – Team Average

PRE-TRAINING: 52.5% Actual
POST-TRAINING: 69.9% Projected



Activity

	Opportunity Calls	Critical Contacts	Appointments	Appointments Over Benchmark	Appointments over benchmark YTD
Benchmark (April 3, 2012)	108	44	22	NA	NA
Session 1	294	152	90	68	68
Session 2	427	230	127	105	173
Session 3	413	177	87	65	238
238 EXTRA APPOINTMENTS IN 2 MONTHS 119 EXTRA APPOINTMENTS PER MONTH 30 EXTRA APPOINTMENTS PER WEEK					

Sales Factor ROI's



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