



CASE STUDY: SALES PERFORMANCE IMPROVEMENT

Increasing Overall Performance with A FORTUNE 500 - CONSTRUCTION AND MATERIAL HANDLING COMPANY

Client's Business Objectives:

(Contact began June-2009)

- Increase Market Share by 50% in year one, additional 50% in year two;
- Increase Revenue by 25% in year one, additional 25% in year two;
- Increase Behavioral Skills of Sales Team and managers to achieve goals.

Client's Sales Performance Improvement Challenges and Needs:

- Established in the market place for 10 years with no growth and no profitability;
- Sales Skills of the Team were not aligned and consistent throughout the organization;
- Senior Management had no system for accurately measuring and forecasting of Business Development;
- Operational costs drained profitability and was detrimental to P & L Statement.

The Complete Sales Factor Solution:

(August 2009-November 2011)

- ROle's Assessment process of the entire Sales Team for mathematical benchmarking of Behavioural skills and key metrics;
- Execution and full implementation of the Sales Territory Management System (STMS)
- Execution and full implementation of the Sales Consultative System (SCS)
- Execution and full implementation of the Sales Coaching Opportunity System (SCOS)
- Execution and full implementation of the Sales Presentation System (SPS)
- Execution and full implementation of the Sales Negotiation System (SNS)
- Execution and full implementation of the Sales Appointment System (SAS)
- Execution and full implementation of the Sales Opportunity System (SOS)
- Execution and full implementation of the Sales Value Creation System (SVCS)
- Complete evaluation and metric tracking of all of the above including revenue and forecasting as well as market share gains.

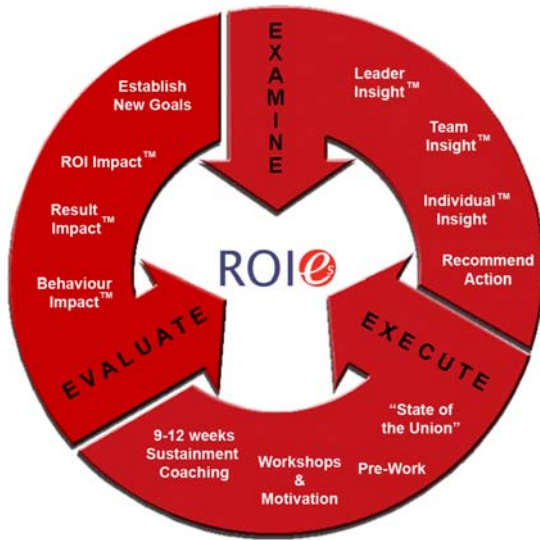
The Facts:

(Final metrics and evaluation obtained September 2011)

- Benchmarking obtained prior to Execution was 40.7% skill level of the sales team
- Skill Level increased by 85.3% - (each execution will increase skills by 10% over the benchmark)
- Market Share increased by 142% - (algorithm calculates a 0.46% MS increase for every 1% of behavioural change)
- Revenue increased by 81% - (algorithm calculates same as MS Gain)

Conclusion:

- Client is extremely pleased with outcome.
- Client ROI-Return on Investment was 1712%



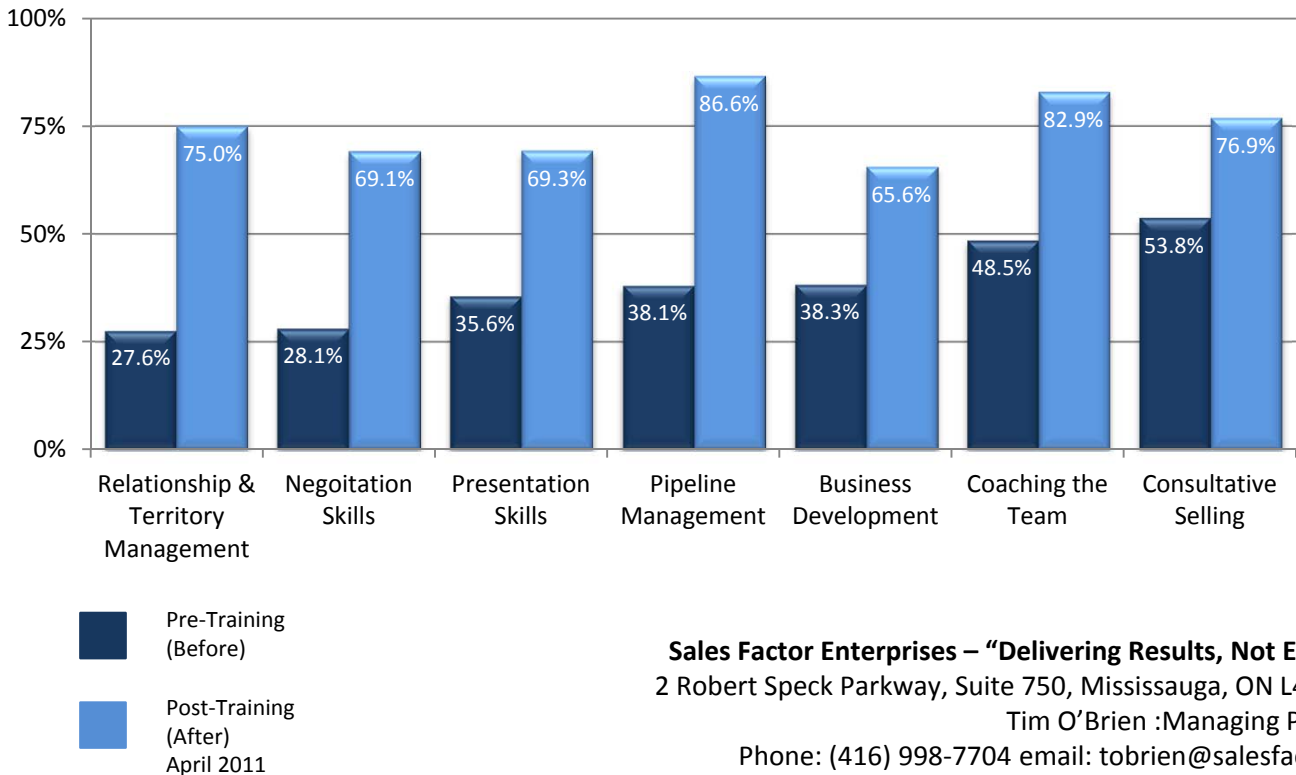
Sales Factor ROIe's



Sales Factor Sales Development System

The Big Picture

Results of the entire team (overall performance increase of 34.7% or 85.3% increase over baseline)



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