

CASE STUDY: SALES PERFORMANCE IMPROVEMENT

Increasing Sales achievement in a Fortune 1000 Construction Equipment Manufacturer

Client's Business Objectives:

- Introduce an activity-based culture with visibility
- Find new business opportunities in new and existing accounts
- Increase revenue forecasts
- Strengthen customer relations and build image

Client's Sales Performance Improvement Challenges and Needs:

- Little or no understanding of close ratios
- Time management
- Forecasts askew
- Lack of understanding of client's business issues
- Difficulty in isolating coaching issues

The Complete Sales Factor Solution – E's to ROI:

- Examination and benchmarking of behavioral skills and key metrics
- Execution and implementation of the Sales Opportunity System (SOS), Sales Appointment System (SAS), Sales Consultative System (SCS)
- Execution and implementation of the Digital Sales Opportunity System (SOS) on client server and PDAs
- Execution of the 9 week Sales Sustainment System (SSS)
- Execution of ongoing monthly SSS across each office
- Evaluation measurement with bottom-line tracking

The Facts:

- New business initiated - up 275% by week 9
- Total gross forecast (Rev.) - up 222% by week 9
- Total net forecast (Rev.) - up 111% by week 9
- Units sold: 73 in 2004 vs. 24 in 2003 (304% increase)*
- Revenue: \$18M in 2004 vs. \$12M in 2003 (150% increase)

