

CASE STUDY: SALES PERFORMANCE IMPROVEMENT

Increasing activity and Forecast in a FP 1000 chemical Distributor

Client's Business Objectives:

- Introduce an activity-based culture with visibility
- Find new business opportunities in existing accounts
- Increase revenue forecasts

Client's Sales Performance Improvement Challenges and Needs:

- No or little understanding of close ratios
- Time management
- Forecasts askew
- 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)
- Execution and implementation of the Digital Sales Opportunity System (SOS) on client intranet
- Execution of the 9 week Sales Sustainment System (SSS)
- Evaluation measurement with bottom-line tracking

The Facts:

- Benchmark attained at initial SOS Session
- New business initiated – up 775% by week 9
- Total forecast (revenue) – up 259% by week 9
- Total sales (revenue) – up 129% over previous 9 week period

