

Performance Technologies

The power of selling from the customer's perspective.

Even a perennial industry leader can experience slumping sales when market changes cause customers to want something other than what the company is providing from a solutions standpoint. This highly specialized manufacturer required a complete reassessment of its sales team and sales process – the first time it had undergone this exercise in a meaningful and sustainable way.



CHALLENGE

Sales force is comfortable with its habitual message and approach to selling, but the marketplace has changed and the process has become ineffective.

IMPLICATIONS

- Customer erosion
- Decrease or flattening of revenues and profits
- Longer sales cycle
- Price becomes the customer's primary focus

SOLUTION

- Defined the gap between current and desired sales force performance
- Implemented a consultative sales process complete with skills and behaviors that execute the sales strategy and connect with customer needs
- Measured results to drive accountability
- Reinforced and supported desired performance

RESULTS

- Aligned the sales process with marketplace demands
- Achieved revenue growth expectations
- Established market differentiation



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Making businesses better