

Performance Technologies

Quick wins and long-term strategies.

This third-generation manufacturer and top-tier supplier in two distinct industries was being pressured by its OEM customers to reduce costs of the products it provides. Constant negotiations to create complex financial arrangements kept customers at bay, but negatively affected growth and profit goals. To complicate things, business strategy and sales process were not aligned. The company needed a turnaround solution... fast.



CHALLENGE

Lack of alignment between corporate direction and organizational structure, plus a lack of alignment between strategy and sales process.

IMPLICATIONS

- Lack of sales strategy to drive corporate objectives
- Sales performance does not meet corporate expectations
- Organizational structure out of sync with markets and business direction

SOLUTION

- Facilitated process to construct corporate vision
- Worked with all SBUs to align direction, strategy and structure
- Led key players to develop and communicate a consistent strategy and plan of execution to the field
- Designed sales structure to execute strategy
- Conducted sales and leadership development

RESULTS

- Sales assets became focused on executing sales strategies and objectives
- Revenues and profits grew due to the alignment of the organization's direction, strategy and structure.



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Making businesses better