

What do you do when the phone stops ringing after 8 years of solid growth?



You redesign your sales team to adapt to your new market reality

Client Profile

- Reseller of high performance filler metal for welding applications
- Sales offices across North America
- 28 employees
- \$24 million annual sales

The Solution

- Assess skills of current team - do they have what's needed for the new reality?
- Develop individualized sales plans for each rep
- Team sales training and one-on-one coaching
- Accountability to activities and sales targets

The Situation

- 18 months of straight decline after 8 years of solid year over year growth
- Sales team lacked hunting skills - primarily account service people
- Competition more aggressive and price cutting

The Result

- 40% growth in new account acquisition in just 9 months
- Sales team skills significantly upgraded to compete in the new market environment
- Team moral and confidence improved



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