

## Case Study | Sales Effectiveness

### The Challenge

A distributor and processor of nutraceutical ingredients was beginning to experience sales growth that lagged the industry. It was clear to the CEO that his sales force was leaving opportunities on the table. With the possible exception of a few sales reps, they just weren't engaged well enough with existing or prospective customers to win their fair share of the business.

### The Solution

Everett Hill performed a sales effectiveness diagnostic, then led the prioritized execution of the solutions, which included:

- Strengthening and redefining the accountabilities of the customer service organization, enabling the field sales reps to spend more time in front of customers.
- Improving the coaching skills of sales management.
- Enhancing the capabilities of inside sales, freeing the field sales reps to focus on the largest opportunities.
- Developing better information sharing tools, including a CRM solution to manage inter-departmental workflow.



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### The Result

With sales and customer service on a path to world-class performance, the company was able to pursue a strategic acquisition. The company is now one of the largest players in its industry, offering a unique combination of products and services.

### Typical “urgent priority” ways to drive sales effectiveness

- Install a disciplined prospect qualification process
- Create a differentiated value proposition for each important customer segment
- Rebalance/resize sales territories
- Improve sales manager skills and management routines
- Better align sales rep performance metrics with sales strategy
- Improve quality and frequency of sales rep coaching
- Apply performance management discipline
- Clarify roles and accountability in handoffs to customer service
- Establish pipeline/funnel management fundamentals
- Standardize sales manager span of control
- Streamline pricing decisions