

BUSINESS TRANSFORMATION

SHIFT's Growth Works Program

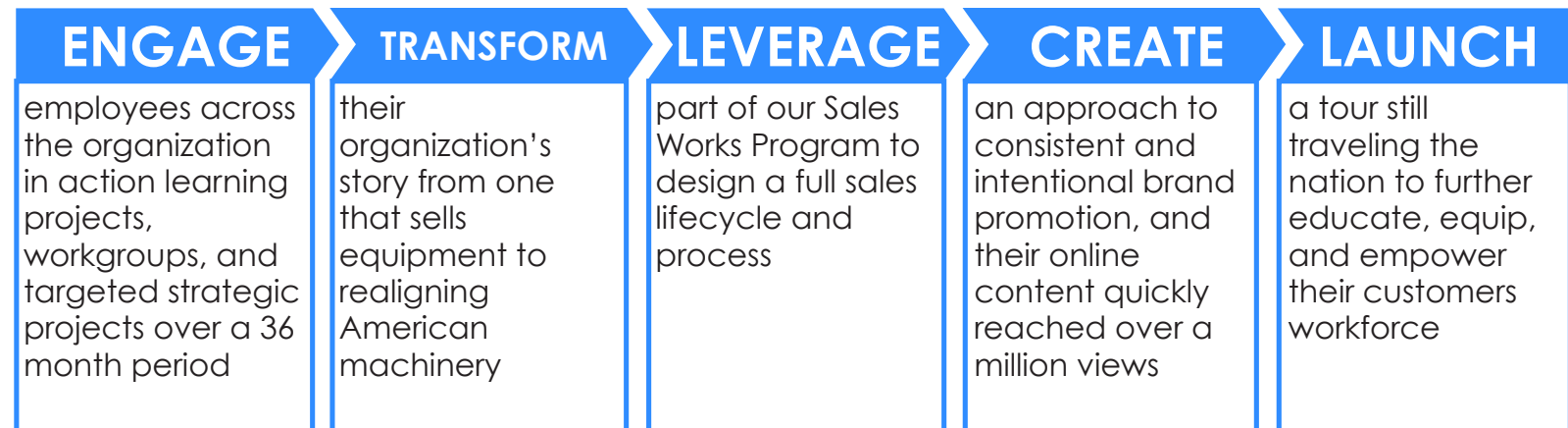


CLIENT & CHALLENGE

A 30+ year old manufacturing solutions company was struggling to find, grow, and retain high performing sales people. The company touted what they company did, and how they did it, but they had no value proposition or compelling story, and as a result, left prospects and customers uninspired and unconvinced of differentiators. Even though they were profitable, they were leaving significant revenue and profit uncaptured with leadership frustrated.

APPROACH

We knew that if the team connected their personal 'why' to the company story, the they would witness more passionate and compelling storytelling, and that sales would improve. They showed a willingness to go through a soulful process of **RESETTING** the company. By inviting us to be an extension of their team, and to patiently, methodically and strategically going through the elements of our Works program, they were poised for growth.



IMPACT



acquired by industry-leading international organization

