



CASE STUDY

eXpress badging 
services : systems : supplies

VECTOR FIRM

CONNECTING STRATEGY TO ACTION

SALES LEADERSHIP COACHING LEADS TO RECORD GROWTH, SCALABILITY, AND LIFE-BALANCE

“I ran into Chris Peterson at an industry conference in Las Vegas as he was speaking to our Identification Systems Dealers Association. Chris was speaking a new language. A language I was studying, but not yet fluent in. I was in the right place at the right time.”

— Joe French, OWNER
eXpress badging
Cocoa Beach, FL

EXECUTIVE SUMMARY

eXpress badging has provided contracted photo ID badging services and solutions to employers of all sizes for 25 years. Owned by husband and wife team Joe and Laina French, the company also installs, trains and supports photo ID badge management systems from standalone to networked and hosted IDaaS solutions. Together, the French's have built a successful technology services business, but neither had formal executive training. Rather, they run on pure entrepreneurial adrenalin. Although sales were growing and the company had a business plan, Joe was working seven days a week and knew there was a better sales strategy than the one he had learned during his selling days.

Joe saw Chris Peterson, President of Vector Firm, speak in Las Vegas about the rapidly changing buying patterns of customers, and how they contrasted with the traditional selling methods most companies still employed. “Our customers are buying 2020, and we’re selling 1995. No wonder we’re struggling.”

After an initial assessment, eXpress Badging contracted Vector Firm to deliver ongoing sales leadership coaching. After two years of working together, the two companies have delivered dramatic sales and holistic success.

CLIENT CHALLENGES

Business Development was resting squarely and solely on Joe's shoulders, and his approach to delegating to staff lacked focus. He simply was not used to it, working the long hours himself for so long. The cold calling techniques he was imparting to his staff were not proving productive; a fresh perspective was needed along with a new solution to influence and catalyze the buyers of today. A growth management process that would sustain the company's health and prosperity well into the future needed to be put in place for every aspect of eXpress badging's business. Finally, Joe was going to need coaching to shift from doing to leading.

This was going to be the real challenge: helping Joe to let go of every day-to-day detail and rise up to being a leader of a growing business. "I knew this was going to be tough," Peterson admitted. "If you spend thirty seconds with Joe, you know he's insanely passionate. He spent many years grinding to build a nice business, and now I'm telling him to stop doing and start teaching. You know what? He completely bought in, and they're thriving because of his leadership."

HOW VECTOR FIRM HELPED

It was time to take a good, hard look. When eXpress badging called upon Vector Firm, Chris took them through the tough journey of examining the strengths and weaknesses in their processes. This included generating new opportunities, sales management, eCommerce strategizing, establishing a scalable model, and life-goal-planning. There was much to do to re-energize the business. And much was. After an initial assessment, eXpress Badging contracted Vector Firm to deliver ongoing sales leadership coaching.

One of the first discoveries Chris made was that a traditional sales model wasn't ideal for their customers. He recalls: "When I suggested that he didn't need an old-school sales process, I was worried that Joe was going to fire me—he's a hard-core sales guy. However, he was completely open to the change."

Vector Firm laid out very specific growth management objectives and deadlines to not only maintain eXpress badging's sales growth numbers, but also to restructure the company to assure continued growth. The courses offered by Vector Firm Sales Academy also helped eXpress badging's salespeople to understand the new method of selling.

Chris and Joe conduct face-to-face meetings monthly. For the first several months, they worked together on building the right model, shifting to evaluating progress and implementation of its revitalized sales and growth plan. Now, it's a matter of coaching and accountability. eXpress badging has reaped the benefits of a needed shift in the structure of the business. Meetings now are equally focused on all aspects of operations, not just sales, with the entire staff, and reaping the benefits of everyone's "buy-in".

RESULTS

2017 to 2019

- CAGR of 38%.
- Major shift from a labor-intensive sales model to a fully-scalable e-commerce model.
- Sales team now owns virtually all account responsibilities compared to less than 30%.
- Complete buy-in to the company's core values and direction by the entire staff.
- Joe's average weekend time in the office reduced from sixteen hours to less than two hours.

“ My weekend work hours went from twenty hours to two! Laina and I went on more vacations last year than ever before! ”

— Joe French

“ Every one of my recurring visits to eXpress Badging is one of my best days of the month, and that's because of their willingness to change. As you can tell, I'm pretty proud of this engagement. ”

— Chris Peterson, PRESIDENT
Vector Firm