

### About Coca-Cola Bottling Co. Consolidated

The largest Coca-Cola bottler in the United States. They make, sell and distribute beverages of The Coca-Cola Company and other partner companies in more than 300 brands and flavors across 14 states and the District of Columbia to over 65 million consumers.

- \$4.3 Billion in revenue (2017)
- 13 manufacturing facilities
- 76 distribution and sales centers

### Why Working Simply?

CCBCC wanted to increase sales volume, revenue and improve morale for their on-premise sales representatives. The custom Work Smarter, Not Harder training program, custom iPad app, peer coaching groups and train-the-trainer program helped CCBCC achieve all of their goals, as well as, improve employee engagement and work-life balance.

### Challenges

CCBCC's on-premise sales representatives (OPSRs) are a keystone of business operations. They are responsible for not only generating new business, but also for cultivating relationships with existing customers. The OPSRs were working very hard, often putting in excessive hours and not taking time off.

- Sales call volume was down.
- Sales numbers were down.
- Morale was down.

Paperwork, administrative hassles, emails, phone calls and unmet goals were piling up. Management realized that their team members were frantically busy but not terrifically productive.

## WORKING SIMPLY SOLUTIONS

Custom Work Smarter, Not Harder training program

Custom iPad app to support and augment program content and coaching conversations

Monthly peer coaching groups

Train-the-Trainer program

## RESULTS & IMPACT

**\$2 million in additional revenue.**

*"By being better organized and having a more defined daily plan, reps are able to make more sales calls per day. As a result, our total sales calls per week are up over 20% from the prior year. These additional calls per week should easily translate into \$2 million in additional revenue per year."*

*Given these great results and the positive feedback from our team, we are now rolling this program out to our front-line managers across our entire company."*

**— Chris Pope, VP for Distribution, Process Management & Sales Training**

*"My most significant change is that I have saved time, especially on the weekends. I am better able to manage my time with my family."*  
- CCBCC OPSR

*"I am saving 2-3 hours of work I used to do at home each night."*  
- CCBCC OPSR

*"My entire team has improved their sales numbers. As for quality of life, the OPSRs themselves are grateful for the way the Work Smarter, Not Harder program has made them more efficient."*  
- CCBCC OPSR Manager

*"My stress level has decreased dramatically. I feel like I am getting everything done during the day and can end my day without anything hanging over my head."*  
- CCBCC OPSR

*"I am getting more done. I make more sales calls each day, I am feeling more organized and I am less stressed."*  
- CCBCC OPSR