

## **Case Study #1 Australia Wide Office Products Business**

### **Overview of the Company**

This organization has 170 outlets Australia wide consisting of corporate and franchised businesses. 140 salespeople employed with revenue in excess of \$400m. The product range extends to well over 4800 lines predominately in stationary and office technology.

### **Mandate**

To develop new sales opportunities and increase existing sales.  
To professionalise the sales team.

### **Methodology and Process**

The first step was to implement an Infield Sales Review. This consists of spending half day units with a cross section of salespeople. Sales competence ranged from good performers to those struggling to meet their sales revenue targets. Time was also allocated for internal customer service people, branch managers and dealer principals.

A report of the agreed objectives, findings and recommendations was presented to the CEO and the National Sales & Marketing Manager. The recommendations were accepted.

Because of the size of the sales team an Office Academy was founded. This involved designing and writing a number of tailored training and development courses in sales, telesales, customer service and sales management. Six sales competency levels were developed for the external sales team. Implementation was in a classroom setting using a competency based format.

This was followed by Infield Sales Coaching. The National Sales & Marketing Manager and two other key managers were trained in all facets of sales coaching.

### **Outcomes & Key Benefits**

1. The average new accounts rose from 2 to 15 per month. Record was 43.
2. The winner of the first Sales Person of the Year Award was only 22. One measure was profit margin. His were 7% higher than his peers.
3. Product Category Expansion – Record 2.1 new product lines per sales call.
4. Average sales competency improved 1.5 to 3.5. Three qualified level 6.
5. Telesales people employed to canvas new business opportunities.
6. Tele customer service managed and sold to customers in remote locations.