

Case Study #3 Labour Hire Company

Overview of the Company

The division had revenues of \$80ml and is part of a group of international companies with a turnover of \$1.9Bl. Sales had been stagnant for 18 months, various consultants had been used with limited success, new state managers and area supervisors hired and fired, employee turnover was higher than other regions, morale and productivity was down.

Mandate

- To grow new business and increase account management sales
- Differentiate the sales team from their competitors.

Methodology and Process

There were many issues at play and the real cause/s had to be identified. An Infield Sales Review was recommended and accepted. This involved accompanying a cross section of salespeople on their daily sales calls. A structured interview was used when meeting with internal operations, administration and management.

Concerns and comments were kept confidential. This created a flood of information with many similar statements. This helped to identify the major obstacles to achieving the desired sales performance, morale and needed productivity gains.

A range of structured competency based sales, management and customer service courses were designed and implemented in a classroom learning environment. A tailored sales pipeline methodology was developed and implemented at each branch. Infield Sales Coaching with individual salespeople was initiated post structured learning. This was initially done at fortnightly intervals and eventually once every 3 months. The process was then handed over to management for continuation.

Outcomes & Key Benefits

- 1) Sales grew in tradespeople booked for client work from 330 to 350 within 2 months. Within 18 months this figure escalated to 1,000.
- 2) Poor sales performers left of their own accord due to tighter accountability.
- 3) Sales increased between 10 – 30% in key accounts that had been flat for years.
- 4) A new recruitment, selection and induction process was implemented for all area supervisors. Management were trained in the process.
- 5) A new strategic account management system was implemented.
- 6) The mean average sales competency progressed from 2 to 4 whilst two salespeople achieved the highest being level 6.