

Success Story...

Rethink the way you sell

The Challenge

A national steel mill identified sales as one of their major weaknesses. They knew change was needed and they were clear on the direction to take the business, but they were unsure on how to move forward. On the brink of cleaning house and starting over, SalesCORE was brought in to fix the current culture and reorganize the sales model so the company could begin executing on their sales goals.

The Approach

SalesCORE's two prong approach involved externally understanding the customer base and their specific needs and internally assessing the existing sales team, identifying individual assets and opportunities for growth. This allowed SalesCORE to restructure the sales model from a geographical focus to a vertical focus. The sales approach was better aligned to the business and played to the strengths of each sales person. From there, SalesCORE laid out the development process and, with a series of workshops and one-on-one coaching, ensured the sales team was positioned for success.

The Result

The results helped turn the entire sales culture around, without any sales representative turnover. With SalesCORE guidance, the company improved their margins, volume, profit, and their relationships with their customers.

EMPOWERING

sales people, which led to higher sales performance

“ They turned our sales culture on its side! The areas of improvement is what I had hoped for – the magnitude of it all was more than I expected! ”

SALESCORE

Providing the leadership, tools & expertise to grow your business.