



How The Worst Salesperson Became a Selling Machine

Problem

This client was in the machining and fabrication business and had decided that they needed to transfer an employee from the shop and send him out on the road to drum up business. While the new salesperson was, by all accounts, a first rate employee he was really struggling as a salesperson. His selling method consisted of going door to door and dropping off very expensive printed materials in a full colour folder. The problem was that he had not made a single sale in over 12 months and the client was getting very concerned about his lack of results.

Action

As always, the first step was to clarify the desired outcomes, assess the current practices, determine the gap, and ultimately to close that gap. The following were the key steps.

First, we determined what the client wanted in terms of new accounts, sales volume, and ordering frequency. Once we had a handle on the sales objectives the next step was to tighten up their strategy, value proposition, and product offerings. To do this we, of course, went to the client's marketplace and asked. We created a comprehensive customer survey to determine perceptions and preferences and compiled the data.

The third step was to take the survey results and re-educate the client on what was truly valued in the marketplace. This in turn meant the client would need to sell education as the first step of their selling process. The fourth step was to create a fully-customized consultative selling process for the client and train their salesperson on how to implement this new selling process.

The final step was to implement the new selling process, provide some additional oversight and coaching, and ensure that the salesperson was performing well.

Results

The salesperson began obtaining new accounts within 30 days. Approximately 6 months later the owner of the company told the salesperson to slow down as the company was growing too fast. The client continues to grow and has received an awesome return on their investment in our consulting services.

How We Can Help You Grow Your Company

Broadfield Consulting makes it easier for manufacturers and industrial (B2B) companies to increase profitable revenues by improving their marketing and selling methods.

If you are a manufacturing or industrial (B2B) CEO/business owner and you are interested in discussing how to improve your rate of profitable growth please contact Andrew Shedden at 705-876-0634 or at: www.broadfieldconsulting.com/contact-us/