



## Sales Leadership On-Demand Manufacturing: Industrial equipment

### Company Profile

- Manufacturing, industrial/heavy duty equipment
- \$12 million, 80 employees
- In business over 25 years
- Privately held

### Position/Timeframe

- VP of Sales, CEO Advisor
- 2 days/week, 2 months

### Situation

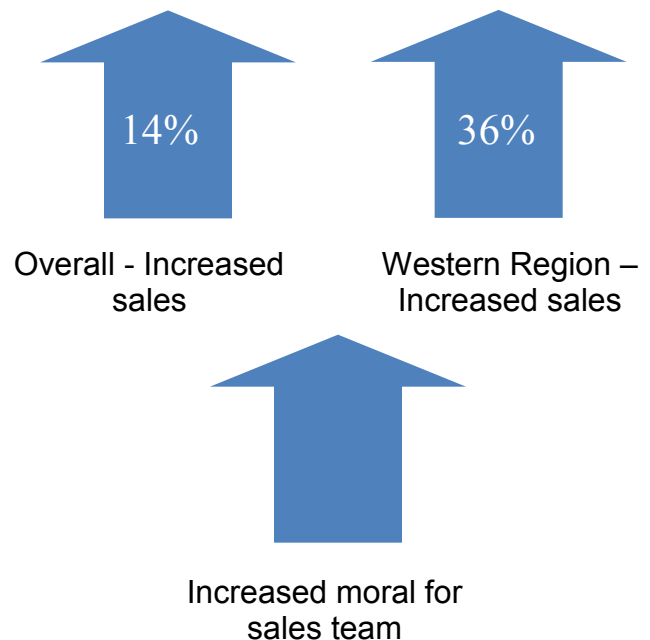
- Sales Director passed away and department needed direction
- Company looking to increase sales 67% over next 3 years
- Current experiencing low sales
- Increase in customer service issues
- Turnover in sales management & sales positions

### Implementation

- Implemented 2012 marketing & sales plan
- Executed high impact sales actions
- Rearranged organization related to sales for better growth positioning
- Developed and implemented job descriptions for Inside Sales Manager & Sales Director
- Restructured sales teams to closely align with territories
- Created Inside Sales manager position and assumed role in the interim then hired replacement
- Assessed individuals and promoted them into better suited positions

### Results

- Company sales up 14% overall; 36% in Western Region
- Increased morale for sales team
- Sales never dipped during transition



### Client Comment

“He did exactly what we needed him to do.”

Owner