



Sales Leadership On-Demand Hi-Tech Manufacturing

Company Profile

- Manufacturing
- \$30M division part of \$2.9B parent company

Position/Timeframe

- Interim Director of Sales
- 4-5 days/week, 2.5 months

Situation

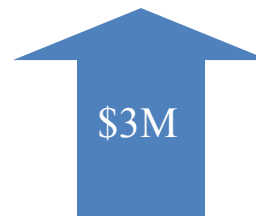
- Director of Sales out on 3 months leave
- Company recently purchased experiencing cultural differences with parent company
- Lack of leadership in sales department
- Large variances in clients with difficulty in prioritization
- Long selling cycle
- Technical product with few resources in large geographic region

Implementation

- Sales process defined
- Prioritization of pipeline
- Pipeline established with tracking ability at corporate level
- Identified clients nearest to close with progress made
- Implemented “strategic selling” to close quicker
- Helped corporate and regional sales people understand process, strategy and prioritization of clients to optimize available resources

Results

- Closed \$3M deal
- Bridged cultural gap between European parent company and US company
- Prevented high potential for turnover in sales department



Closed \$3M deal



Decreased cultural gap



Decreased potential turnover

Company Comments

“The assignment was certainly considered a success. We closed one major order and moved several others well along. Now we will try to continue the momentum he built up!”

Country Director