



Case Study

400% Increase in Business To Business Sales

The Opportunity

Imagine yourself as a district sales manager and your sales performance is dead last in the company. Your boss comes to you and gives you a 35% increase in your quota with no corresponding expense budget increase. What do you do? This district manager of sales in a billion dollar service company called QualPro and asked for help.

The Approach

This was a sales process that was boringly in control and in need of a dramatic shake-up. The company assigned the sales manager and some of his sales force to work with a QualPro consultant to achieve this goal. The group worked at night so they did not take time away from selling.

The Test

The group brainstormed more than 90 ideas and decided to test 14 ideas that were practical, fast, and cost free. They wanted to measure the effect of these ideas on six different products.

<i>Idea</i>	<i>Old</i>	<i>New</i>
Call Rate	5 per day	7 per day
Proposal Length	1 page	3 pages
Gift	No	Yes
Discount Mentioned	No	Yes
Meeting Location	Customer Site	Sales Office
Credit Plan Reviewed	No	Yes
Design Consultant	No	Yes
Demonstration	No	Yes
Profile Prior to Contact	Not done	Done
Sales Plan	By Product	Geographical
Letter Prior to Visit	No	Yes
Written Contact Plan	No	Yes
Lap Top Used	No	Yes
Call Out Program	No	Yes

The Results

The call rate impacted some products' sales, but not most, much to the surprise of the district sales manager. He was also surprised to learn that his esteemed contact plan worked with only one of the products. The brief proposal was significantly better than the lengthy, detailed document. Use of the design consultant to assist the salesman in the presentation worked with some products. And much to the surprise of everyone, inviting prospects to the sales office for the visit increased sales substantially!

The overall impact was to increase sales from 5,000 units per month to 25,000 units per month, and the district achieved its aggressive quota months before year-end. The other sales regions, however, were not impressed since this district was the lowest in performance and had nowhere to go but up. But they became convinced when the best district in the company implemented the findings and sales there jumped over 50%!