



We showed a multinational packaging company how to turn their sales force into a revenue generating machine. Sales increased 22% in only six months. **Now, there the leaders of the Pack!**

THE SITUATION: Sales teams were boxed in. Through numerous acquisitions, our client had acquired production plants and sales people all over the globe. While the production load had been redistributed, the sales teams from each plant were operating independently of each other. Sales and morale were down.

The answer was to create sales systems that were consistent across the board and create a common culture of teamwork.

THE APPROACH: One size fits all. After extensive research, interviews and business analyses, we developed and implemented a simple 5-step sales process across the entire company.

We built cross-functional teams with salespeople and managers from multiple plants to foster the “new” team mentality.

We designed and oversaw the team building processes. We also conducted sales training for the field personnel while we were at it.

THE RESULT: Bulk is Better! Forecasting, reporting, and managing accounts all got easier. Everyone was now speaking the same language. More sales people were now selling more of the product line.

THE BOTTOM LINE: Sales increased by 22% in the first 6 months. For an established company in a mature market, that’s amazing growth!