



WTC PERFORMANCE GROUP

www.WTCPerformanceGroup.com

Reducing the Gap Between Performance and Expectation Since 1991

Industry: Manufacturing
Sector: Lubricants

Situation:

- Industry leader in lubricant manufacture
- Flat/stagnant sales

Client Request:

- Design & placement of ad to stimulate sales

WTC Performance Group Approach:

- Determined client request to have ad designed & placed was premature.
- Interviewed management & sales force to uncover confidential insider perspectives
- Created survey instrument to gather qualitative data from 200+ manufacture's representatives
- Analyzed survey & interview responses & recommended course of action
- Determined sales processes needed adjustment and sales managers needed coaching
- Conducted SWOT analysis with management team and select outside sales reps
- Identified needed outcomes of internal & external sales force

Client Outcomes:

- A reorganized inside and outside sales force resulting in a 20% reduction in number of manufacture's representatives
- Sales improved 30% over 2 year period
- A comprehensive marketing and sales promotion campaign implemented
- A company wide culture 'tune-up' conducted
- Enhanced communication & collaboration between home office and field sales force