



## Sales Leadership On-Demand Manufacturing: Heavy duty equipment

### Company Profile

- Manufacturing, industrial/heavy duty equipment
- \$10 million, 80 employees
- In business over 25 years
- B2B, military

### Position/Timeframe

- VP of Sales
- 2 days/week, 5.5 months

### Situation

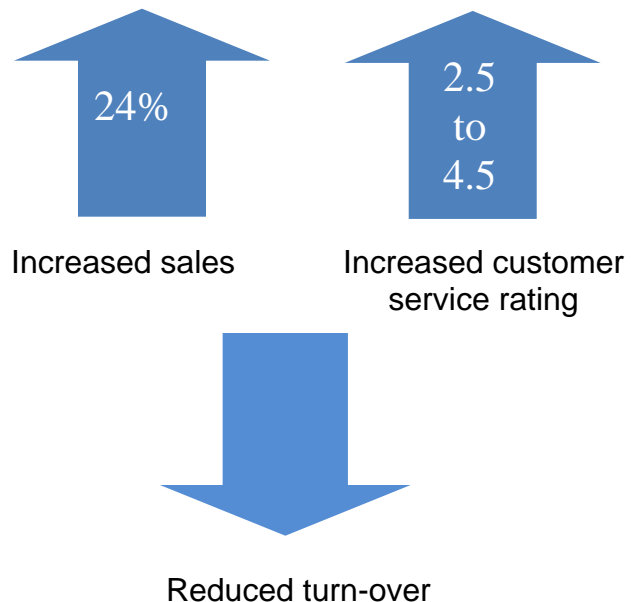
- Company did not have a strong sales organization or formalized processes
- Increasing customer service issues
- Turnover in sales management & sales positions
- Heavy turnover in distribution network
- Wasn't realizing financial growth necessary to support the infrastructure in place
- Everyone reported to CEO
- Little differentiation between inside & outside sales teams

### Implementation

- Established new job descriptions for inside & outside sales for clarity
- Defined outside sales territories and restructured sales department to reflect them
- Hired and trained replacement as full time Sales Manager (rather than expensive VP of Sales or equity BD partner)
- Set-up committees to interface with sales & manufacturing to improve customer service delivery

### Results

- Customer service rating increased from 2.5 to 4.5 out of 5 = average to extraordinary
- Sales up 24% with no additional hires/positions with increasing profitability
- No turn-over within sales & customer service division during assignment
- CEO enjoyed 3 vacations during assignment and now takes every Friday off to spend with family



### Client Comments

“Having you around here is like a breath of fresh air to my company.”  
CEO