

*International Information and Data Supply Company
(Canadian Subsidiary)*

**Business
Challenges**

- Previous market dominance was being threatened by the increasing maturity and internal resources of their major customers
- New players were starting to take market share
- Provincial and Federal environment was deteriorating
- Market research showed service improvement was needed
- Different customer segments were looking different levels and types of solution to meet their needs

Initiatives

- Senior Management interviews and coaching to help them determine the focus of changing behavior needed to realize the benefits of the restructuring of Sales, Customer Service and Solutions Group
- Gathered Senior Mgrs and their managers expectations using AEx™ Software
- Analyzed the degrees of misalignment, distraction and slower cycle times
- Measured the rate of closing misalignment gaps across groups
- Created a structured process to align both individuals and groups
- Created and implemented cross-functional Practicum process to help with alignment issues and generate more strategically sales
- Coached VP Sales and Sales Directors to takeover the Practicum Process

Results

- Closing rate improved by 66%
- Sales improved by 25%
- Developed & managed the new CRM process
- Realization of what it now takes to sell in the market
- Robust qualification of sales opportunities
- Made sales by Calling Higher & Wider
- Stronger link between our solutions & our clients' specific values
- Accelerated development of future consulting services
- Further reallocation of resources planned to better address clients needs & values
- Realignment of Misfits & Low Performers
- Radically changed the recruitment profile
- Redesigned performance contracts & competencies
- Better discrimination between average & high performers
- Greater focus on coaching
- Reduced distraction indices

Update

- Consulting Group now set up in light of the project
- New service development has been accelerated