

**GDI LIFTS SALES TEAM
PERFORMANCE FOR LEADING
CRANE COMPANY**



World Class Sales Solutions for Selection, Performance, and Retention



Leading the Industry...

Crane America Services is known as a national leader of maintenance and product solutions for all major brands of overhead material handling equipment, Crane America provides innovative solutions that drive costs down, track expected maintenance, and increase productivity.

GDI'S Sales Performance Solutions at work...



COMPANY OVERVIEW:

Crane America Services was struggling with increased turnover, an aging sales force and performance issues. With over 40 regional sales professionals, leadership needed a proven process to effectively attract and select the "right" team, improve team performance, and assure customer retention. They turned to Growth Dynamics.

SALES FORCE CHALLENGES:

- Needed a process to attract, select & hire the "right" sales professionals
- Define sales force strengths and capabilities to drive top sales performance
- To assess customer's needs, expectations & requirements of the sales team to increase account sales & new business development
- Define a PICTURE of top performance in sales to select and develop the "right" team.

SOLUTION OVERVIEW:

- Created the GDI Sales Team Benchmark®...defining the PICTURE of top performance, including a targeted role description, job ad, and role-specific interview methodology
- Established a comprehensive process to attract, interview and select the "right" sales force
- Analyzed sales force strengths, skills and needs for development
- Assessed customers' needs and expectations of CAS and sales force

SALES TEAM PERFORMANCE RESULTS:

- Reduced turnover, improved sales force selection
- Optimized sales leadership efforts to lead and motivate the sales force for top sales team performance
- Arming of the sales force with customer intelligence for increased leads and sales growth

Client:

Leading crane and hoist manufacturer

Market:

Material Handling

Solution:

GDI Sales Force Benchmark Methodology®
SalesMAX® Sales Force Survey
ClientMAX® Customer Intelligence Survey

Results:

Improved sales team selection, sales team performance and customer retention

