

## GDI HELPS LEADING MANUFACTURER'S SALES TEAM THRIVE IN CHANGING MARKET



World-class sales solutions for selection, development, and retention



### Leading the Industry...

LPS Laboratories is a market leader in the development and manufacturing of advanced industrial MRO chemicals including lubricants, penetrants and cleaners. LPS Laboratories provides convenience-packaged maintenance chemicals to industrial, aerospace, military and telecommunications facilities world-wide.



### GDI's Sales Leadership Solutions at Work...

#### Client:

Leading MRO chemical solutions company

#### Market:

Industrial chemical manufacturing

#### Solutions:

GDI Sales Force Benchmark & Analysis Methodology®

SalesMAX® Sales Force Intelligence Survey

#### Results:

Improved sales team selection and transformed sales team performance

#### COMPANY OVERVIEW:

With a sales organization responsible for sales through the end-user and distribution channels, LPS Laboratories was growing and the leadership team recognized their industry was changing...customers were changing and their needs and expectations of the sales organization were changing as well.

**Leadership's goal...** leadership was looking for a comprehensive program that defined top performance in sales today so the company could effectively hire new talent, develop the team they had, and retain top performers. They turned to Growth Dynamics for assistance.

#### SALES LEADERSHIP OBJECTIVES:

- To define the PICTURE of top performance in sales to select and develop the "right" team
- To implement a process to attract, select & hire the "right" sales professionals
- To define the current sales force strengths & capabilities to drive top sales performance
- To help the sales team adapt and modify their efforts, skills and performance to drive sales revenue growth

#### GDI SOLUTION OVERVIEW:

- Implemented the GDI Sales Team Benchmark®...defining the PICTURE of top performance. Established a comprehensive model & process to attract, interview, assess and select the "right" sales force
- Analyzed sales force strengths, skills and needs for development and retention
- Provided sales team with a voice to communicate role needs, challenges, ideas and recommendations to optimize sales success

#### GDI PROGRAM RESULTS:

- Proven process to attract, select and hire sales professionals who FIT the role
- Optimized sales leadership efforts to improve team performance
- **Sales Team Transformation** – Helped entire sales organization accurately "see" the new role in sales and how they need to adapt to drive sales success

