

GDI ESTABLISHES TOP PERFORMANCE STANDARD FOR LEADING PACKAGING & PROCESSING MANUFACTURER



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



Leading the Industry...



For more than 40 years, Plexpack Corporation has been designing and manufacturing innovative, high quality flexible packaging solutions that perform to the highest standards of their customers. Plexpack delivers standard and customizable, made-to-order solutions to meet their customer's unique needs, reputation and budget.

GDI's Sales Leadership Solutions at Work in Manufacturing...



Client:

Manufacturer of high quality flexible packaging solutions

Market:

Packaging machinery solutions

Solutions:

- GDI Sales & Sales Leadership Benchmark & Analysis Program®
- GDI Sales & Sales Leadership Dynamics Assessment®
- SalesMAX® Sales Force Intelligence Survey

Results:

Improved sales force recruitment & selection & transformed the performance of the sales organization

OVERVIEW:

The leadership of Plexpack Corporation realized as customers were changing how they buy, the Plexpack sales organization needed to adapt and transform their efforts to stay competitive in an ever-changing marketplace. Effectively selecting, retaining, and developing the "right" sales organization going forward would be critical to the company's long-term success.

PLEXPACK LEADERSHIP OBJECTIVES:

- Define the top performance standards for the sales leadership role and the field and inside sales roles
- Establish a process to recruit, interview, & select the "right" sales organization
- Help the current sales team adapt and transform their efforts to drive top performance and sales revenue growth

GDI SOLUTION OVERVIEW:

- Utilize the GDI Sales Benchmark® program to define and establish the standard of top performance for the roles in the sales organization
- Establish the comprehensive model and process to recruit, interview, assess and select the "right" sales organization
- Assess and analyze the sales team's strengths, skills, and needs for development and performance improvement
- Provide the sales force with a voice to communicate their needs, challenges, ideas and recommendations to optimize sales success

GDI PROGRAM RESULTS:

- Established the benchmark standard and proven recruitment and selection process to assess FIT to the role of sales or sales leadership
- Leadership team has solutions to optimize sales force performance
- **Sales Team Transformation** – Sales team accurately "sees" the role of sales and how to adapt and modify efforts to drive sales success

