

GDI HELPS LEADING DISTRIBUTOR'S SALES TEAM THRIVE IN CHANGING MARKET



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



Leading the Industry...



Quality Mill Supply Co., Inc. is a leading general line wholesale distributor of MRO Supplies specializing in carbide, cutting tools and abrasives in the metalworking, manufacturing, and assembly, automotive, and aerospace industries.



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

Client:

Leading general line wholesale distributor

Market:

Industrial MRO supplies

Solutions:

- GDI Sales Team Benchmark & Analysis Methodology®
- GDI Sales Dynamics Assessment®
- SalesMAX® Sales Force Intelligence Survey

Results:

Improved sales team selection and transformed sales team performance

DISTRIBUTOR OVERVIEW:

Quality Mill recognized their industry was changing and their customers' needs and expectations were changing. To continue their growth in the regional marketplace, the leadership team knew they must have a focused strategy to select and develop a top performing sales organization.

SALES LEADERSHIP OBJECTIVES:

- Develop a clear definition and focus of the sales role and the requirements for top performance
- Establish a process to attract, interview, & select the "right" sales team
- Help the current team adapt and develop their efforts, skills and performance to drive top performance and sales revenue growth

GDI SOLUTION OVERVIEW:

- Utilize the GDI Sales Team Benchmark® program to define the sales role and establish the standard of top performance for Quality Mill
- Develop the comprehensive model & process to attract, interview, assess and select the "right" sales force
- Assess and analyze the current sales team strengths, skills, and needs for development and performance improvement
- Provide the sales team with a voice to communicate their role needs, challenges, ideas and recommendations to optimize sales success

GDI PROGRAM RESULTS:

- Quality Mill has a proven process to attract, select and hire sales professionals who FIT the role
- Sales leadership has solutions to optimize sales team performance
- **Sales Team Transformation** – Sales organization accurately "sees" the role of sales and how to adapt and modify efforts to drive sales success

