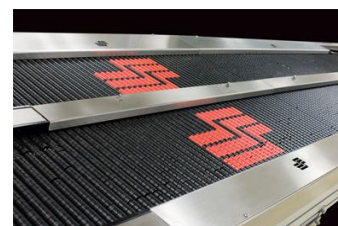


GDI ESTABLISHES MODEL TO SELECT & DEVELOP TOP PERFORMING SALES TEAM FOR LEADING INTEGRATED PACKAGING MANUFACTURER



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



Leading the Industry...

Shuttleworth, a division of Pro Mach, Inc., is a highly respected, leading provider of integrated packaging products and solutions for automotive, electrical, food and beverage, health care, household goods, personal care, pharmaceutical, solar energy, and other diverse consumer and industrial companies.



GDI's Sales Force Transformation at Work in Manufacturing...



Client:

Leading manufacturer of integrated packaging products and solutions

Market:

Packaging products & solutions

Solutions:

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

Results:

Improved sales team selection and transformed the performance of the sales organization

MANUFACTURER OVERVIEW:

To continue their growth in an ever-changing, competitive marketplace, Shuttleworth's leadership team realized they needed targeted, role-specific strategies and a proven methodology to effectively attract, interview, and hire the "right" sales team members that FIT the dynamics of the company, culture, and customer marketplace.

SALES LEADERSHIP OBJECTIVES:

- Develop a clear definition of the requirements for top performance in the field and inside sales roles
- Establish a process to recruit, interview, & select the "right" sales force
- Help the current team adapt, develop, and transform 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 and establish the standard of top performance for the field and inside sales roles
- Develop the comprehensive model & process to recruit, interview, assess and select the "right" sales force
- Assess and analyze the strengths, skills, and needs for development and performance improvement of the sales force
- Provide the sales organization with a voice to communicate their role needs, challenges, ideas and recommendations to optimize sales success

GDI PROGRAM RESULTS:

- Shuttleworth has a proven process to recruit, select and hire field and inside 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

