

**GDI DESIGNS SALES TEAM
PERFORMANCE FOR
LEADING UNIFORM &
APPAREL COMPANY**



World Class Sales Solutions for Selection, Performance, and Retention



Leading the Industry...

VF Imagewear provides unparalleled experience, innovation, customer focus, and ongoing program management. They are the global leader in designing, implementing, and managing uniform and career apparel programs. They deliver comfort, quality, and functionality in all of their uniform programs.



GDI's Sales Solutions at work

VF Imagewear, Inc.

Client:

Leading uniform & apparel company

Market:

Uniform & Apparel

Solution:

GDI Benchmark Methodology® & Sales Team Analysis
Customer Intelligence Survey – ClientMax®

Benefits:

Targeted sales selection process, improved sales team performance

SALES FORCE OBJECTIVES:

- To better attract and hire the right sales professionals
- To improve the overall performance of the sales team
- Gather information about the customer base to produce more leads for the sales team

SOLUTION OVERVIEW:

- Growth Dynamics designed full cycle methodology for selecting, developing and retaining a sales force that FITS the company
- Established a role-specific interview methodology to select the “right” sales force
- Analyzed the current sales force, provided sales leadership with detailed executive report with recommendations to improve sales force performance and retention

SALES TEAM PERFORMANCE RESULTS:

- Reduced turnover, improved sales force selection
- Gave sales leadership understanding and knowledge of their sales force and its performance
- Increased revenue by giving the sales force and sales leadership customer intelligence for increased leads and sales growth

