



Leading the Industry...

Bonar is a leading producer and supplier of high-quality nonwovens, wovens, knitted fabrics, three-dimensional polymeric mats, construction fibres and composites for Civil Engineering, Interior, Transportation, Construction, Agro and Industrial applications.



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

Client:

Leading global manufacturer of woven/non-woven textiles for construction and composites industry

Market:

Advanced high quality technical textiles

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

MANUFACTURER OVERVIEW:

As a global manufacturer, Bonar leadership recognized that competition, the marketplace and customers' needs were changing, and selecting, developing and retaining a sales team that FIT the role was complex. The leadership team realized they must have a focused strategy to select and develop a top performing sales organization, and help the existing team to transform how they "see" their role and change how they perform.

SALES LEADERSHIP OBJECTIVES:

- Develop a top performance benchmark and focus of the sales role and the requirements for top performance
- Establish a process to recruit, 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 Bonar
- Develop the comprehensive model & process to recruit, 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:

- Bonar 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

