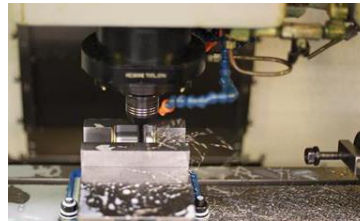
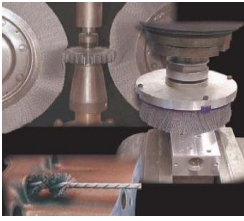


GDI ESTABLISHES MODEL TO SELECT & DEVELOP TOP PERFORMING SALES TEAM FOR LEADING INDUSTRIAL DISTRIBUTOR



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



Leading the Industry...

Industrial Mill & Maintenance Supply is a leading distributor of industrial & MRO products, services, and supplies throughout Texas, Arkansas, Louisiana, and the surrounding area. Industrial Mill specializes in cutting tools, abrasives, safety products, and material handling products for diverse manufacturers and machining companies.



GDI Sales Leadership Solutions at Work in Distribution...

Client:

Leading distributor of industrial & MRO products, services, and supplies

Market:

Industrial products and services including cutting tools, abrasives, safety products, and material handling products

Solutions:

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

Results:

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

OVERVIEW:

The leadership of Industrial Mill & Maintenance Supply (IMM) realizes to grow the company, a more targeted, defined focus on sales force selection, performance, and retention is required to accomplish new business development with new and existing customers. **Leadership's goal:** attract and hire the "right" sales professionals who will FIT the role of sales at their company...and optimize the performance of their current team.

INDUSTRIAL MILL LEADERSHIP OBJECTIVES:

- Develop the metrics, standards, and requirements for top performance in the role of sales
- Establish a process to attract, interview, & select the "right" sales team
- Understand how to lead, develop and improve the performance of the current sales team 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 in sales for their company
- Develop a comprehensive model and process to attract, interview, assess, and select the "right" sales team members
- Assess and analyze the current sales team's strengths, skills, and needs for development and performance improvement
- Provide the sales team with a voice to communicate their needs, challenges, ideas and recommendations to support their success

GDI PROGRAM RESULTS:

- IMM has the metrics for top performance in sales and a proven process to hire the "right" sales professionals who FIT and perform
- Sales leadership is armed with tools and solutions to effectively lead and develop the sales team
- **Sales Team Transformation** – Sales team accurately "sees" the role of sales and how to adapt and modify their efforts to drive sales success

