

GDI DEFINES THE METRICS OF TOP PERFORMANCE IN SALES FOR LEADING PRECISION TOOL & SAW BLADES MANUFACTURER



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



Leading the Industry...

Setting the industry standard for superior precision tools, metrology equipment, saw blades, hand tool products, and power tool accessories for over 130 years, The L.S. Starrett Company has rightfully earned the title, "World's Greatest Toolmakers."



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

Client:

Manufacturer of precision tools, metrology equipment, saw blades, hand tool products, & power tool accessories

Market:

Precision measuring tools & saw blade products

Solutions:

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

Results:

Improved sales force recruitment & selection & transformed the performance of the sales organization

OVERVIEW:

The leadership of L.S. Starrett realized as customers were changing how they buy, the Starrett sales organization needed to adapt and transform their efforts to stay competitive in an ever-changing marketplace. Effectively selecting, retaining, and developing the "right" sales organization going forward would be critical to the company's long-term success.

STARRETT LEADERSHIP OBJECTIVES:

- Develop a clear description of the sales and sales leadership roles and define the focus and requirements for top performance
- Establish a process to recruit, interview, & select the "right" sales organization
- Help the current sales team adapt and develop their efforts, skills and performance 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 for the roles of sales and sales leadership
- Develop a comprehensive model and process to recruit, interview, assess and select the "right" sales organization
- Assess and analyze the sales organization's strengths, skills, and needs for development and performance improvement
- Provide the sales force with a voice to communicate their needs, challenges, ideas and recommendations to optimize sales success

GDI PROGRAM RESULTS:

- Established the benchmark standard and proven recruitment and selection process to assess FIT to the role of sales or sales leadership
- Sales leadership has solutions to optimize sales team performance
- **Sales Team Transformation** – Sales force accurately "sees" the role of sales and how to adapt and modify efforts to drive sales success

