

## GDI HELPS TRANSFORM MANUFACTURER'S SALES FORCE TO THRIVE IN CHANGING MARKET



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



### Leading the Industry...

Walter USA offers an extensive collection of cutting tools for milling, drilling, turning, threading and boring and excels at creating specialized tooling for unique applications.



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

#### Client:

Leading cutting tool manufacturer and complete service provider for the metalworking industry

#### Market:

Advanced cutting tool products & services

#### 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

#### DISTRIBUTOR OVERVIEW:

Walter USA recognized their industry was changing and their customers' needs and expectations were changing. To continue their growth in the marketplace, the leadership team knew they must have a focused strategy to select, develop and retain a top performing sales organization.

#### SALES LEADERSHIP OBJECTIVES:

- Develop a clear definition and focus of the roles of sales and sales leadership and the requirements for top performance
- Establish a process to recruit, interview, & select the "right" sales force
- 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 and establish the standard of top performance for the roles of sales and sales leadership
- 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:

- Walter USA has a proven process to recruit, select and hire sales and sales leadership 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

