

Detailed Transformation Plan to Align With New Sales Philosophy

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The Situation



The acquisition of regional companies by a leading electrical

components distributor led to a multitude of locally managed sales philosophies and models. Varied sales strategies and programs, such as sales compensation plans, hindered opportunities for scale.

The Challenge

The client sought guidance to create a sales strategy that would promote strategic consistency across regions and acquisitions. They needed to develop a sales transformation roadmap to align with the organization's new unified sales philosophy.

The Solution

The Alexander Group (AGI) conducted an assessment of the current sales model. From that review, AGI facilitated discussions on sales philosophy decisions and a sales transformation roadmap. AGI created a sales philosophy framework that gained consensus of the current state, as well as where the executive team would like to be in the future. Finally, AGI identified and detailed key revenue growth initiatives that the company was working to integrate.

The Benefit

The client gained consensus to move towards a sales representative (management-guided) model vs. an income producer model. With recommendations from AGI, the client developed a sales transformation roadmap with a detailed five-step process outlining workstreams and deliverables the company can utilize to transform the sales model.