

*Major International Hardware & Systems Company***Business Challenges**

- Reduce impact of Hi-Tech sector's downturn in mid-1990s
- Maximize revenues generated from strategically selected clients
- Maintain existing revenue base within Sales Territories

Initiatives

- Identified and focused on four core competitive competencies
- Initiated Executive and District Level coaching
- Developed protocols to uncover client values and to meet these expectations
- Implemented "relationship building" targeted at Customer's Customer
- Differentiated stakeholders by value not met by competitors

Results

- Lowest drop in sales of Test Districts during economic downturn
- Test Districts outperformed all other sales districts during subsequent economic recovery
- Sales targets were exceeded without additional resource expenditures
- Penetrated a major account representing an airline manufacturer
- Won several large accounts through strategically focused coordination of corporate resources

Update

The coaching that was initiated in 1995 continues today. The model for the Test Districts was rolled out successfully to other territories. Coaching of select executives and key opinion leaders continues on an as-needed basis.