



CASE STUDY: Achieving Sales Force Effectiveness



Background

Largest global fleet card processor with over 650,000 business locations. Over 3.5 million fuel card holders. Privately owned company with sales revenue of ~\$160 million. 700 associates in 20 offices in the U.S., Canada, and Europe.

Challenges

- Sales results were inconsistent and sales management needed help diagnosing and quickly addressing the issues
- Experiencing declining sales volume and double digit customer churn
- Experiencing very high sales force employee turnover
- Ancillary revenue sources had been helping support top line growth

Approach

- Formulated and refined sales strategy to drive increased sales activity levels and effectiveness
- Developed and distributed sales productivity enhancement tools and training
- Developed “quick hit” opportunity plan and roadmap to implement overall recommendations
- Identified and analyzed key areas of opportunity to drive customer acquisition and reduce churn



Result

- Targeted for sales increase of over 10%
- Projected increase of 45% in sales force retention
- Created collateral for entire sales force and changed the methods used to interact with prospects
- Improved the sales force ability to identify higher percentage prospects