

AG EDWARDS
BRITISH AIRWAYS
CARRIER
ECCO SHOES
EQUITABLE
GE
GRACE
HEWLETT PACKARD
HITACHI
ING
INTUIT
HONEYWELL
LUCENT
MERRILL LYNCH
MINOLTA
NEXTEL
NATIONAL LEASING

o b j e c t i v e

a s s e s s m e n t

Case Study

PRUDENTIAL
SARA LEE
SEALY
SHELL
SWIFT FOODS
THERMADYNE
THRIFTY
TRANE
UNISYS
XEROX
CONNECT
ZURICH
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The evaluation delivers insights to restructure our sales team

He continues, "The Sales Force Profile identified those on the team who are:

- going through the motions
- uneasy asking for orders above a certain value
- a good fit but have no ability to be trained
- hindered in their ability to close the deal by their non-supportive buying habits
- in need of training, and the specific areas for training."

"We're not assessing how good or bad a salesperson is. It's their capacity to be trained and potential to improve their performance that are important to us."

*Dennis Willingham, General Manager Sales
Olex Australia*

Dennis explains, "Previously each salesperson had a mix of customers across our total business segments. As these require different skill sets, we used the evaluation findings to restructure the salesforce. The wholesale business was allocated to two Account Managers best suited to the

relationship nature of wholesale selling. The four Business Development Managers were given a clearer customer base and defined territories. Some people have been taken out of their comfort zone, others are happier, but everyone is more accountable."

"The report identified those people that were being criticised internally actually had the best ability to improve."

*Dennis Willingham, General Manager Sales
Olex Australia*

SalesTrack keeps sales team focused on what they need to do

For greater accountability and continuous evaluation, Olex is using the online sales performance system, SalesTrack. Dennis comments, "In a few keystrokes each person logs their work, a report is generated weekly and monthly, keeping the State Manager truly informed of activity and results. In the past a call plan would look fantastic but the reality at the end of the week was less so."

SalesTrack gives Olex:

- the confidence that their sales team in the field are visiting the people they need to
- if needed, an audit track to see if people are being visited
- the level of 'soft calls' and cold calls
- performance tracking against the agreed call rate

"SalesTrack is straightforward and gives us what we need when it comes to measuring cold calls, conversations, meetings, closes and revenue."

*Dennis Willingham, General Manager Sales
Olex Australia*

