

Fighting the “Commodity” Mindset

A Braveheart Sales metal fabricating client was tired of having its products shopped like commodities and also wanted to expand into new industries.

Opportunity

A metal fabricator suffered from its products being shopped like commodities. Selling to the auto industry had turned into a bad habit of responding to RFP's with limited success. And, they had not successfully expanded into new industries as desired. The sales team included both technical experts as well as pure business developers. And there was frustration at the board level related to stagnant results.

Approach

Braveheart embarked on a process of data-driven analysis to first understand the abilities of the team to determine what could be expected of the individuals. Then an analysis of the infrastructure including reporting metrics, accountability measures, and process used was completed.

Recommendation

The team showed tremendous upside potential as Braveheart recommended that the existing team be developed to improve results. Braveheart created a specific plan of attack for those clients and prospects that treated the company's products as commodities, while simultaneously embarked on a development plan to improve traction in new industries. As part of the action plan Braveheart led a comprehensive development process to improve communication skills, specific sales skills, and eliminate weaknesses in sales execution.

Results

The team recorded results beyond expectations, including recording its second highest sales month in the company's 65-year history. The team communicated better internally, became more successful at attacking prospects on different fronts to eliminate the “commodity” mentality. The company successfully moved into new industries and gained traction so as to successfully reduce concentration in the auto industry.

The president provided this recent feedback: *“We just concluded our YE meetings with our Board of Directors. All agree that the sales department made the most strides of any group this year, and are at a point where they are setting an example for the future thanks to Braveheart Sales Performance.”*