

# Strengthening the Sales Network to Increase Revenue

Increasing revenues required developing programs so that the entire sales network including internal field sales, manufacturer's reps and distributors worked together to improve results.

***“Our sales teams - both internal and external - are now aligned to support our go-to-market strategies to drive revenue growth.” – VP North American Sales – Mid Market Manufacturing Company***

## ***Business Issue***

The client needed to drive top line sales growth – within a complex sales environment including internal sales, manufacturer's reps and distributors.

The client had grown by acquisition – where each company was allowed to operate independently. This was causing go-to-market and channel conflicts that were negatively impacting sales and not allowing the client to take full advantage of opportunities. The client knew they needed to establish a single sales strategy, culture, organizational structure and win-win partner sales programs to achieve their revenue objectives.

## ***Adroit's Role***

Adroit was hired to develop a new sales strategy.

Stages in the engagement included:

- A new organizational design with sales territory realignment and coverage expansion.
- Development of an enhanced distribution channel program.
- Establishment of a Manufacturer's Rep improvement program.

## ***Outcome***

The results of Adroit's participation led to:

An improved culture where the sales teams worked together to target customers in their regions.

A sales structure that allowed the client to go-to-market considering all product lines – rather than a silo-based approach.

A solid distribution program with clear expectations - from the perspective of what the client will do for the partner and what the partners will do for the client.

A revitalized and performing Manufacturer's Rep group focused on expanding revenues.

Improved flexibility to meet competitive pricing pressures to win and retain business.

Cross-departmental processes that appropriately involve Marketing and Engineering in the sales processes.