



Client Case Study Kerr Albert Office Supplies and Equipment

Situation:

Kerr Albert, a second-generation office supply and equipment business with two locations in Michigan, was experiencing its worst revenue and profit results in decades. These results were being caused by several factors:

- Weakening economic conditions
- Big box competitors (Staples, Office Max, etc.) commoditizing the industry
- Lack of a corporate sales strategy that was specific in identifying, targeting, selling and marketing to the “right” customers and prospects
- Individual sales representative business plans that lacked specificity, measurability and timeframes

Impacts:

- Prospecting efforts had declined to nearly zero.
- Time and territories were poorly managed.
- The company experienced lower than acceptable RPC (revenue per customer) levels.
- The company was unable to maintain or grow sales in a declining or a smaller economy.

Solution:

After several failed attempts to utilize outside sales consultants, Kerr Albert was pessimistic about others' abilities to help.

Kerr Albert's ownership then met The Sales Matrix, a company with the expertise, experience, talent, personality and conviction to make an impact on the sales force and drive results. Kerr Albert hired The Sales Matrix to build, implement and reinforce a new sales strategy and plan that was specific, measurable, attainable, realistic and time sensitive (SMART).

Results (to date):

- A sales strategy that increases sales representative productivity and profit margins has been implemented.
- Sales activity increases have averaged over 30%.
- Individual sales representative weekly calendars were customized.
- A functional sales force automation system was implemented to increase sales call preparation, process and success.
- A stronger and more driven sales culture has produced results.

