



Client Case Study National Time & Signal Corporation

Situation:

National Time & Signal Corporation, a third-generation manufacturing firm, was engaged in planning for the owner's retirement. But market events threatened not only retirement planning, but the successful business model of the past, as well.

Impacts:

A fourth generation of ownership/management was unlikely, so the company was faced with the need to develop key management personnel capable of carrying the business forward.

Solution:

The Sales Matrix was engaged to institute a program to develop and prepare the next generation of leadership.

Results:

- Establishment of a proactive, professional sales process;
- Development of a larger, more effective sales staff;
- Development and implementation of compensation plans that created accountability and a drive for success;
- Deployment of a proactive sales effort to reach national prospects;
- Crafting and implementation of a customized sales training and reinforcement program;
- Crafting and implementation of a customized sales management and leadership program;
- Determination of appropriate accountabilities to ensure ongoing success.

In working with The Sales Matrix for two years, National Time not only accomplished its goals, but did so in a very weak Michigan market. The company successfully transitioned management from the owner to a new senior vice president, a critical member of the succession management team.

With the sales plan in place, National Time is growing sales at 16% a year with an adjusted annual growth target of 20% going forward.



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