



Case Study

Situation:

National Time & Signal Corporation, a third generation manufacturing firm engaged in the planning for the transition to retirement of the third generation of ownership and management faced significant marketplace events that threatened the past business model as well as the retirement planning.

Impacts:

The fourth generation of owner/management was not likely and they were facing the need to develop new key management players capable of carrying the business forward.

Solution:

The Sales Matrix was contracted to institute the program necessary for the next generation of leadership.

Results:

- The establishment of a proactive, professional sales process.
- The upgrading and increasing the size of the sales staff.
- The development and implementation of compensation plans that added accountability and a drive for sales success.
- Developed and deployed a proactive sales effort to reach prospects nationally.
- The crafting and implementation of a customized sales training and reinforcement program.
- The crafting and implementation of a customized sales management and leadership program.
- The determination of appropriate accountabilities to ensure ongoing success

In the two years of working with The Sales Matrix, National Time not only accomplished all these goals but did so in a very weak Michigan market and successfully transitioned management from the owner to a new Senior Vice President – a critical component 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.