

Sales

...enable your sales managers to be makers and not administrators!

Client

A company with a network of retail outlets, a turnover of €12 million

And more than 400 employees.

Initial situation

The company already had a good sales data management system in place. The regional managers received several lists and reports every day.

However, the pressure on sales at the time was forcing managers to push for additional sales in their stores. Some had a better handle on their figures than others. Some immersed themselves in their analyses, while others saw their focus as providing practical support to their branches.

To add to the pressure, high levels of sick leave was making the day-to-day work of the district managers almost impossible. Frustration was widespread, with constant availability and an almost insoluble staffing problem beginning to overwhelm them.

Results

- By adjusting the product range strategy, we achieved significant growth in sales and turnover - even without active upselling.
- The pragmatic adjustment of reports freed up time and resources for managers to optimise their staffing levels in a practical way.
- Despite the occasional sickness wave, store planning is now much more relaxed.
- Both managers and staff are more motivated than ever.

