



Greater Prairie Business Consulting, Inc.

CASE STUDY

Regional Forklift Dealership -

Multiple Locations in OH

Improve Sales Practices

Project Name:

Improved Sales Practices.

Client Description:

Business Type: Nissan Forklift Dealer.

Annual Revenues: \$7,000,000.00.

Employees: 30.

Project Description / Duration:

This consulting project was completed in the aftermath of the "credit crunch" in 2009. The primary focus of this project was improving the company's sales systems, procedures, controls, and performance, while also focusing on other, complementary parts of the company.

This project was completed in 12 weeks.

Engagement Outcome:

This client realized the following value from this consulting project:

1. Record sales, service, and parts revenues.
2. Record profits.
3. Improved working capital.
4. Better sales, financial & operational reporting.
5. Greater inventory turns and margins in the parts department.
6. Reduced used lift truck inventory.
7. Improved sales, financial & operational systems, procedures & controls.

During our consulting project, we implemented the following improvements:

1. We trained the sales team on cold calling, giving presentations, and overcoming objections to closing more sales.

After training the sales team, the dealership increased their weekly sales appointments severalfold, helping the company achieve their best sales year in the history of the company to that date.

2. We revised the company's sales commission plan, by incentivizing the things that the company makes their highest margins on and improved the company's overall profit margins.
3. We enhanced sales reporting, management, and continual sales training / coaching, to help the company better manage the performance of the sales department and continually improve their closing ratios.
4. We modified the service technicians' upselling commission plan, resulting in more sales in the field.
5. We set an objective to reduce the company's parts inventory and to improve the business' working capital. In addition, we successfully liquidated obsolete inventory, raised prices on lower priced parts, and improved inventory turns.
6. We incentivized each department manager around aggressive department goals and objectives, which helped drive sales.
7. We introduced other small business best practices to help the company improve its financial & operational reporting, communications, employee evaluations, etc.
8. We successfully reduced the company's used lift truck inventory by cleverly selling the company's excess inventory in Canada.

Engagement Obstacles And How They Were Resolved:

This client selected us over a highly recognized industry sales guru, because of our integrated consulting approach, which included a focus on reengineering each profit center in the company, not just lift truck sales.

Results Achieved:

- Following our consulting project -- despite the economic downturn following the 2009 credit crunch -- the company had its best sales year on record up to that time.
- Seven years after our project, the dealership was recognized as one of the top ten- (10) forklift dealers in the US by Nissan.
- More recently, the company purchased a competitor to increase their market share and expand the business' geographic reach in the State of Ohio.