A Low-Ranked Sales Team Shifts Mindset and Soars to #1 Using the Achieve System™

CLIENT INFORMATION

- **Fortune 50 Technology**
- **27,000+ Employees**

> *"The Achieve System helped us dramatically improve our sales KPIs. Our organization went from being one of the lowest performers to a consistently top performer."*

The Challenge: *An Underperforming and Disconnected Sales Team Forces a Regional Director to Call For Help.*

The new regional director of a B2B sales organization at this Fortune 50 technology company spotted the problem at once: eight sales teams across different geographies hampered by vastly different approaches and varying levels of performance. The organization ranked near the bottom of 21 sales regions, and while a fast turnaround was essential, there was no option to substantially increase headcount.

Two of the top priorities for the director were to create a unified, cohesive culture and to identify a clear purpose that would drive higher levels of results without a substantial increase in headcount. After evaluating several potential outside partners, the regional sales director found one that seemed tailor-made to help achieve the goal: the Achieve Institute™.

The Application: *The Achieve System Helps Align Teams and Create a Unified Sales Approach.*

They defined success segmented into goals for the top third, middle third and bottom third of the organization. Each sales rep was helped to focus on what was possible for each product, account and territory and to see new opportunities instead of being limited by what had been previously established. Using the Achieve System *Point Bs* (milestones, goals and metrics), they created a cohesive and goal-breaking sales team.

"My leadership team consistently gave positive feedback as they progressed through the training," the regional director reported, "They came away feeling inspired and capable of executing change after being given a set of tools to move the needle in several areas: not only to achieve our sales metrics but to transform our overall culture as well."

The Results: *Jumping to #1 While Generating Millions.*

Six months after implementing the Achieve System, the improved sales team racked up a 33% year-over-year increase over the next three years with $22 million in new revenue each year. The team also generated an additional 3,000 new customers each month in the three years after implementing the Achieve System.

A 33% year-over-year increase in sales sustained over three years with $22M in new revenue each year.

The team went from averaging only 60% of its monthly target to **exceeding the goal every month.**

The overall performance of the sales team soared from 18th out of 21 regions to #1 in the country.

The achieve system™