

## SALES TEAM INCREASES EFFECTIVENESS

**ABOUT BRODART BOOKS DIVISION, INC.** Brodart Co. provides books and library services, contract furniture and supplies to the library, school, and business community. Based in Williamsport, Pennsylvania, Brodart has been in business for close to eight decades and has around 55 employees.

**THE CHALLENGE.** The Brodart leadership team was focusing on growing the effectiveness of the sales efforts of the company. Five out of ten sales team members had recently left, and two more were facing retirement. Brodart had a new president and COO, as well as a new sales manager in need of coaching and training. The company was ready to look within, evaluate, and move forward. It was time to redesign product and service offerings to remain profitable, and shift traditional selling efforts into more high-end, conceptual offerings in the marketplace. Brodart reached out to the Pennsylvania Manufacturing Extension Partnership (PA MEP), a NIST MEP affiliate, for assistance in implementing strategies and systems to help the sales team compete with larger companies.

**MEP CENTER'S ROLE.** PA MEP connected Brodart with its partners Objective Management Group and Moore Power Sales to help the company evaluate and improve the sales team. According to a comprehensive initial evaluation, the potential ROI for implementing sales team improvements was 48 percent over a 23-month period. Objective Management Group helped the company identify ten short-term priorities for accelerated growth, including developing sales management competencies, implementing a repeatable and documented sales process that integrates with the CRM system, and developing prospecting or "hunting" skills for new business. Brodart needed to help its sales people grow their competencies in consultative sales, and tighten up the sales pipeline and forecasting.

Moore Power Sales provided training for the Brodart sales team and leadership team members to help the company make the desired changes. It also provided a sales candidate screening assessment that could be updated to a full coaching survey once a candidate was hired. Brodart's sales manager participated in a TTI Tri-Metrics HD coaching survey, as well as trainings in recruiting, interviewing, and hiring using the Objective Management Group's "STAR" process. The leadership team also participated in a two-day Sales Management Boot Camp. Along with onsite training, Moore Power Sales hosted video events, coaching, and consulting sessions, covering numerous topics including the Sandler Selling System. The investment in training and marketing infrastructure paid off in new and retained sales for Brodart.

"Thank you for your support; these services are valued and appreciated."

-Gretchen Herman, Director, Product Development & Sales

## RESULTS



Sales increased/retained:  
**\$600,000**



Investment in training and  
system improvements:  
**\$75,000**

## CONTACT US



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