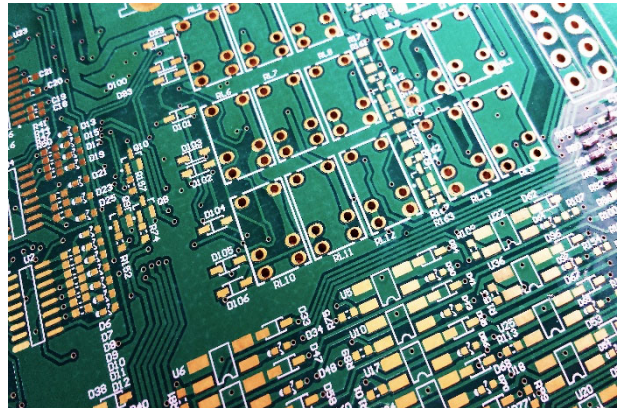


Situation

- \$400M global high speed laminate manufacturer (“**Laminate Co**”) has not grown in 5 years, as its product portfolio ages and new competitors steal share.
- Company heavily debt burdened with \$0 free cash flow.
- Getting on print occurs in US and Europe and 60% of production done in Asia.



Complications

- Sales funnel established 3 years prior but abandoned due to complexity.
- New head of global sales with no experience running global sales team.
- Ad hoc tools, no CRM platform, with multiple complex sales commission plans.

Critical Questions

- What criteria are used to prioritize sales time? How are customers segmented? What opportunity tracking process exists today?
- What sales funnel should be adopted? What tools and KPIs should be deployed?
- How should sales compensation be structured for growth?

Answers, Implementation, and Performance Outcomes

- Upside value of ~\$40M in sales potential identified in first year by defining total available market (TAM) and share of market (SAM) by customer with segmentation, account plans, and new sales funnel to manage project wins.
- New processes and tools for tracking and closing major opportunities.

New Customer Segmentation Model to Focus On Key Accounts

New Customer Accounts Plans & Business Plans

New Global Salesforce System & KPIs to Track Opportunities

New Simplified Global Sales Commission Plan Aligned With Corporate Strategy

- 100% target value captured in first 6 months after SFDC implemented