



PI Worldwide

Case Study: Streck, Inc.

Building Strong Sales Teams, Cultures, and Networks



After implementing the PI®, SSAT and CFS tools and training:

- 75% of shipments sent lead to closed business, an increase of 25%.
- Quality of calls has improved, reps are meeting and exceeding forecast goals, renewal rates have increased.
- The international distribution community has increased sales 10% over the prior year.

// We have worked with various consultants and sales training programs over the years but this was the **first time we could incorporate employee behavioral and skill data** to make sure the training program addressed individual needs and would be delivered in the most impactful way for each employee. //

Jodi Gnader,
Sales Manager,
Streck

THE CLIENT

Streck, Inc. is an Omaha, NE-based developer and manufacturer of products for clinical and research laboratories, including their core cell stabilization technology, as well as hematology control, immunology and sed-rate instruments; blood collection tubes; and molecular diagnostic products. They have 300 specialized employees working in R&D, manufacturing, and administrative functions on their 200,000 square foot campus.

THE OPPORTUNITY

When Sales Manager Jodi Gnader joined Streck, the 100-person company was growing rapidly. With the quickly expanding business came a greater demand for a more effective sales process, as well as inside salespeople who could sell highly technical products over the phone to busy laboratory managers. Despite Streck's strong brand recognition, Streck sales reps struggled in two areas: getting to the decision-maker and asking the right questions to fully qualify the prospect before sending them a sample of the clinical laboratory product — a key measure of productivity for the Streck salesforce. Oftentimes a rep would interest the prospects in receiving samples, only to learn in follow-up calls that they were not the appropriate contact or not in positions to make purchasing decisions. With this

// The PI and PRO provide managers with **invaluable insight into a person's behavioral fit** across three key areas: a specific position, in a team and within the organization as a whole. And the **CFS helps us all speak the same language.**

Jodi Gnader,
Sales Manager,
Streck

model, the average salesperson was making 5-10 phone calls per prospect over the course of 45 days, with only a 50% chance that the prospect would agree to receive a sample, before making a sale.

To address the growth challenges of selecting the right sales talent and developing a stronger sales process, Streck turned to the science of assessments.

// THE SOLUTION

Hiring and Growing Sales Talent

Streck partnered with PI Midwest, a PI Worldwide Member Firm, to implement the Predictive Index® (PI) system as part of the hiring process. Jodi and several other managers attended the Predictive Index Management Workshop™, where they learned to interpret PI results and use the companion Performance Requirement Options™ (PRO) job profile tool to evaluate the behavioral requirements of the various sales roles specific for each territory. Through this process, Streck learned that while the traditional persuasive and authoritative salesperson persona is important, someone with higher levels of patience and a collaborative approach to customer service is more effective in selling their products.

With the behavioral criteria for key jobs established, Streck had every job candidate complete the PI assessment as part of the application process. The PI was cross-referenced with the PRO to determine fit for a specific role and to help Jodi assemble strong sales teams. Once hired, the PI data would then be used to guide Jodi in onboarding, employee development and career planning.

Honing Sales Skills

Streck also used PI Worldwide's Selling Skills Assessment Tool™ (SSAT) to better understand their salespeople's strengths and weaknesses. The results of the SSAT confirmed that across the team, individuals struggled with initiating and engaging a prospect at the onset of the call, and asking the right questions to move the conversation forward. Consequently, the sales reps were spending time on the phone with people who were not decision makers and speaking to the product benefits rather than to the customer needs.

Streck then turned to Customer-Focused Selling™ (CFS) training to improve and strengthen the weaker sales skills identified by the SSAT. The first CFS training focused on helping the sales reps improve how they engage and better qualify a prospect, ask smarter questions to understand the prospect's challenges and environment, and customize the conversation to the prospect's needs.

With the salesforce trained, Jodi then incorporated the CFS methodology into the annual product training she conducted for the company's 25 global distributors. Prior to rolling out CFS, it was clear that distributors followed their own sales methodology with mixed results. Introducing key concepts from CFS offered a universal sales process that the distributors found easy to adopt and implement, and provided a skills refresher for even the most experienced distributors.

“ We use PI for hiring, to put people in the right positions, but I definitely believe in **PI as a management tool** that helps me **motivate my sales team** so they can continue to grow and learn according to their specific behavioral needs.

“
Jodi Gnader,
Sales Manager,
Streck

THE RESULTS

- **75% of shipments** sent **lead to closed business**, an increase of 25%.
- Quality of calls has improved, **reps are meeting and exceeding forecast goals, renewal rates have increased.**
- The international distribution community has increased sales 10% over the prior year.
- Greater **on-time delivery of products** while also **eliminating rush shipments.**
- More effective management of sales team resulting in established client growth plans, **extended relationships** and **expanded business.**



PI Worldwide

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