

DEVELOPMENT OF SALES SCORECARD RESULTS IN SIGNIFICANT REVENUE AND CASH FLOW

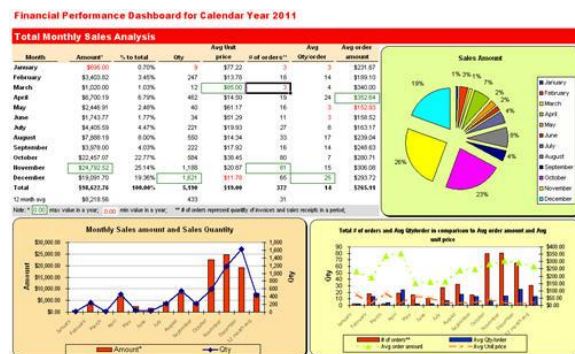
BUSINESS SITUATION

A Fortune 100 environmental services company needed management information to effectively lead and motivate their national accounts sales team. Due to the decentralized nature of business operations, information was available in multiple places and in a variety of formats. Additionally, there were several different metrics that measured the health of the business.

SOLUTION

A Beaird Group consultant consolidated and streamlined data collection and developed a meaningful metrics and a customized “scorecard”.

A user friendly summary was developed to report performance, trends, year over year performance, and performance against budget of key business drivers. This report drew from many sources and summarized performance on an individual, team and overall department basis.



IMPACT

The scorecard helped the client to improve receivables significantly, implement price increases on a timely basis, generate contracts with appropriate fee schedules and hold the sales force accountable for their complete book of business. National Account Managers and management now have a view of monthly performance and year-over-year performance. Revenue and industry trends can be captured and resources applied to the most profitable.

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