

Case Study: **TDIndustries**

SUMMARY

COMPANY DESCRIPTION:

One of America's largest and most respected mechanical construction and facility services companies

ACCOLADES:

Included in "The 100 Best Companies to Work For in America" by best-selling business authors Robert Levering and Milton Moskowitz; named a National Ernst & Young Entrepreneur of the Year Award for Principle-Centered Leadership; made Training magazine's inaugural Top 50 Training Organizations list

KEY CHALLENGES:

The need to empower its sales force to proactively seek new business rather than simply managing accounts that found their way to its door

SANDLER SOLUTION:

Multi-focused approach that gave TD's sales force the skills, confidence and tools to transition from a reactive approach to a proactive one

COMPANY WEBSITE:

www.tdindustries.com

BUSINESS CHALLENGE

When we first met TDIndustries in 2011, it was a 65-year-old company with an ambitious 10-year growth plan. Trouble was, meeting the plan was going to be next to impossible without a drastic adjustment to its sales model. TD's sales force was taking a reactive approach rather than a proactive one, focusing on managing and selling to existing customers rather than aggressively seeking new ones.

In order to meet its growth plan, the construction side of TD's business needed to double over 10 years; its service side needed to triple. TD didn't have a process or a program in place to make that happen. One thing it did have was the knowledge that it needed world-class sales training, and fast. That's when we entered the picture.

SANDLER® SOLUTION

We started off by doing a lot of listening. We heard about TD's pain, talked about its struggles, asked a lot of questions and then got to work creating a customized plan for its sales team.

The plan, which honored the fact that every customer is different, took a multi-focused approach that included:

- Boot camps for both its sales force and its sales leadership designed to help them understand the Sandler selling system, why it works and how it works
- Monthly webinars covering specific sales topics such as:
 - Implementing the Up-Front Contract step in a sales call.
 - Uncovering Pain and identifying Pain Indicators
 - Using Questioning Strategies to control the call
- Quarterly reinforcement training that allowed Sandler principles to become second nature to TD's sales force over time, resulting in lasting changes rather than ineffective quick fixes
- Digital library of sales training materials that TD's team members can access whenever, wherever they want
- Accountability benchmarks identified by TD sales leaders with guidance from Sandler trainers
- Sales certification program to keep TD's sales team working toward its goals

“Sandler helped us move from being a team of ‘farmers’ to a team of ‘hunters’ when it comes to developing new business. In Sandler, we found our world- class sales training organization.”

**— Kyle Hogue
Senior Sales Manager
TDIndustries**

RESULTS

We gave TD’s sales professionals a scientific, methodical approach to selling. We combined it with tools to guide them step-by-step through every new business opportunity. In less than three years, the company’s sales conversion rates went from five percent to 50 percent, with the business units that truly embraced the Sandler system having absolutely no issues hitting their sales goals — and, indeed, hitting them for the very first time.

From a cultural perspective, TD’s experience with Sandler has been significant. “Life is much better than it was before from a financial reward perspective and from an empowerment perspective,” says one TD executive.

In the words of another, “We changed the game. Now we don’t waste time on bad deals or chase RFPs like our competitors do. We create opportunities, and Sandler made all the difference in helping us do that.”

