



## Outside Sales Regional Manager's Summary of Results

- **Industry:** Telecommunications
- **Results:** Regional account managers became top performers in few days and then continued to improve. The region went from the lowest to highest sales volume within months.
- **Critical Issue:** Growing a new region by improving sales volume
- **Job:** Account Managers
- **Problems Solved:**
  - A regional manager for a telecommunications company was responsible for opening and growing a new regional in a sparsely populated agricultural area that primarily contained small towns and locally owned businesses. The regional manager hired account managers for each territory and provided training in the company's products.
  - Account managers were knowledgeable but only two were top performers. Becoming the number one region in the company required enabling all account managers to replicate the success of the top account manager across the entire regional salesforce.
- **Area of Expertise:** Outside sales
- **Regional Manager's Summary:** "Making the top account manager's reasoning power available to all account managers enabled them to accurately interpret customer data, "read" the customer and make the accurate judgments needed to make the sale. The region grew faster than any other region in the company. Within 18 months, it was the number one sales region...we amassed a large collection of awards...the account managers' commissions grew...and I out-earned all the other regional managers in the company.

"Each account manager used their own emerging reasoning to personalize their own copy of the top performer's reasoning power. That enabled me to establish an innovative exponential improvement process among account managers that was years ahead of its time. They shared their improvements and they were actually learning from each other. That was a lot better than weekly meetings.

"We all won: the customers saved money...the company increased bottom-line profits... my account managers increased their commissions...and I substantially increased my salary and bonus."