



# Sales Team **SKYROCKETS** to **FIRST PLACE**

## The **SITUATION:**

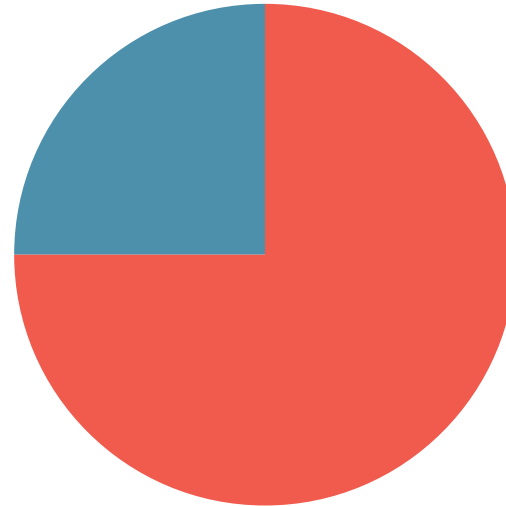
At a software company, a new sales manager inherited a sales team that ranked No. 22 out of 22, or dead last. The new manager brought in a TTI Value Added Associate who took the following action.



## The **SOLUTION:**

He benchmarked the sales position using **TTI's process** and then compared current salespeople to that benchmark.

## The **TURNING POINT:**

He quickly discovered that a massive 75 percent of the sales force did not match the sales position benchmark.



-  Percent of sales force that **matched** job benchmark
-  Percent of sales force that **did not match** job benchmark

## The **RESULTS:**

By replacing that original **75 percent** with superior salespeople who did, in fact, match the benchmark, the team **skyrocketed to No. 1 out of the 22 sales teams.**

**Ranked #1 out  
of 22** sales teams  
after TTI process

