

THIS PRESIDENT IS ON TRACK TO DOUBLE SALES

How often do business owners express frustration about an area of their business that appears to be blocking accomplishment of a key goal? Mr. Mario Lapointe, president of SMT-ASSY, a Montreal firm that services the electronic industry felt just that way, although he was very positive about the long-term prospects for his business even considering the increased competition from Asia.

Mr. Lapointe decided to work with me to take his business to the next level, which in his words was to double sales within 12 to 24 months. My first reaction was to question how realistic his goal was and after much discussion it did seem feasible.

During our initial strategic coaching session it became apparent to Mr. Lapointe that he had been putting his focus on areas other than sales and was devoting perhaps less than 10% of his time to business development. To achieve such a lofty goal it was obvious that it was essential for him to place greater attention on attracting new clients.

A simple way to find solutions to any problem is to look at the key restrainer to achieve a goal. In Mr. Lapointe's case the key item to resolve was time and a greater affinity to production than sales. After all, Mr. Lapointe is an engineer but 10 years ago had seized the opportunity to become an entrepreneur. We determined that he was investing far too much time in administrative tasks. Mr. Lapointe was fortunate to find someone with experience not only in his industry but from Mexico as well, which fit perfectly with his strategy to open a production facility there and ward off the Asian threat.

Mr. Lapointe then turned his attention to sales. He added a sales agent in New York to cover the eastern US. Having now more time to communicate and work with sales they attended several shows together and spiked the interest of some large buyers.

In the meantime he worked with me to follow a one-on-one sales coaching/training process. Doing this gave him a clear understanding of the sales process and provided him with tools to better coach his local reps.

With this new knowledge and understanding of selling, Mr. Lapointe began holding regular meetings with his two Montreal sales reps to teach them what he was learning and coaching them on improving their selling methods.

He also took initiative to personally make specific targeted sales contacts and all this new activity produced a dramatic increase in demands for quotes. This has resulted in new business overall including two new major customers.

For the current fiscal year Mr. Lapointe is on target to double his sales. He also decided to make some improvements to his shop and website in order to improve productivity and quality and to continue to attract new customers. This story is a good example of the importance of aligning focus and resources to accomplish MUST goals.

To learn more about SMT-ASSY visit their website at www.smt-assy.com.

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