

CASE Study • KCB CABINETS & RENOVATIONS



NAME & POSITION: Carl Sauve, Owner

COMPANY NAME: KCB Cabinets & Renovations

TIME TRAINING ON PROGRAM: 1½ years

LOCATION: Red Deer, Alberta



OBJECTIVES

- We wanted to increase the team's sales knowledge and drive top line revenue
- Strong believer of investing in our people
- The main objective was to increase sales 40% across the board



SOLUTIONS

- Training is mandatory for our team and each member has to complete 3 videos per day
- We role play sales scenarios every second day
- We have a monthly sales meeting from our Cardone Sales Executive
- We also incorporate competitions for the team that include sales targets and training



RESULTS ACHIEVED

Sales:

- Our sales so far in 2020 are up over 20% (\$250,000 in revenue!) vs last year and that's during the pandemic
- The training and support have completely changed the culture in the office

STAFF & CULTURE RESULTS

- The team is much more positive and our company has become a more exciting place to work
- Unified culture as all the team is working together now
- Responsibility level amongst the team has come up; the team is working harder and putting in more hours
- There has been a shift in the people – they want the company to succeed



ABOUT THE COMPANY



KCB Cabinets is a family run business, operated by Carl, Rick and Amy Sauve, together we've been proudly serving the Central Alberta region with a passion for exceptional service and a commitment to quality. KCB Cabinets & Renovations has been in business since 1982, and we look forward to serving Albertans with our comprehensive home and business improvement solutions for many years to come.

We have also achieved many Awards and Recognition that speaks to the quality of our work and commitment to our customers.

FEEDBACK ON SUPPORT FROM THE CARDONE TEAM

- The Cardone support is second to none
- The support team from the Cardone team has been a real asset to our entire organization with all the coaching and mentorship they provide
- Ryan (Sales & Marketing Manager) has been amazing – always answer the phone when we call and fully willing to support

