

CASE Study • NORTHERN STRANDS



NAME & POSITION: Matthias Rosen, Sales Manager

COMPANY NAME: Northern Strands

TIME TRAINING ON PROGRAM: 3 months

LOCATION: Saskatoon, SK



OBJECTIVES

- We saw what the training would do for our team and management to improve our sales
- We were looking for a structured program that would be easy to follow and improve sales and sales team knowledge
- We wanted to flatten the downward curve that we could see COVID-19 would produce



SOLUTIONS

- We have been consistently meeting our set targets for watched videos and morning role playing
- Minimum four videos and role play each day is required
- I follow up each day with the reps in regard to their training
- I use the content in all meetings
- I use it for company meetings as a close out and leave people with a positive message



RESULTS ACHIEVED

Sales:

- *Our profit in the warehouse went up 30% in the first month and 10% more in the second and third months.*



STAFF & CULTURE RESULTS

- Our sales force is positive, bought in and going for the sale.
- I like the willingness of new and senior sales buying in and doing more.

FEEDBACK ON SUPPORT FROM THE CARDONE TEAM

- We are happy to have Jamie (Client Performance Manager) and the team on our team.

ABOUT THE COMPANY

• Northern Strands has been supplying industry since 1970, evolving into six major divisions that offer needed tools and technical knowledge in mine hoisting and attachments, general rigging, engineered fall protection, suspended access, training and agriculture terminal maintenance. Northern Strands strives to show leadership in the mining, construction and agriculture industries by offering superior service, products and a commitment to health, safety, environment, employees and community.

