



BACKGROUND

Leading foodservice packaging and consumer aluminum product manufacturing division of \$30 billion Alcoa, Inc.

3700 employees with primary business base in the US but also operates in Spain, Mexico, and Canada

Full line of baking, catering, deli, produce, meats, supermarket takeout, and vending product packaging applications

CHALLENGES

Quick competitive response shortened and reduced the impact of premium pricing on new product innovations and introductions

Majority of the sales team had fallen into the order taker mode and were busy fending off competitive pressure to reduce pricing

APPROACH

Completed a sales diagnostic including process, competency assessment, customer interviews, and competitor analysis

Developed sales and marketing strategies to move behaviors from commodity based mind set and positioning to consultative high value sale with customers

Created and delivered sales training to communicate new process and positioning in a two day workshop event for the entire salesforce

Provided follow-up consulting to help support reinforcement and performance management

RESULT

New sales process and positioning changed the dialogue with customers and focuses on value added

Salesforce focuses on improving customer's business and becoming a trusted adviser

Premium pricing on new products had greater staying power and customer insights provided fuel for RFP's innovation pipeline

