



### BACKGROUND

Largest global fleet card processor with over 650,000 business locations  
Over 3.5 million fuel card holders  
Privately owned company with sales revenue of ~\$160 million  
700 associates in 20 offices in the U.S., Canada, and Europe

### CHALLENGES

Sales results were inconsistent and sales management needed help diagnosing and quickly addressing the issues  
Experiencing declining sales volume and double digit customer churn  
Experiencing very high sales force employee turnover  
Ancillary revenue sources had been helping support topline growth

### APPROACH

Formulated and refined sales strategy to drive increased sales activity levels and effectiveness  
Developed and distributed sales productivity enhancement tools and training  
Developed “quick hit” opportunity plan and roadmap to implement overall recommendations  
Identified and analyzed key areas of opportunity to drive customer acquisition and reduce churn

### RESULT

Targeted for sales increase of over 10%

Projected increase of 45% in sales force retention

Created collateral for entire sales force and changed the methods used to interact with prospects

Improved the sales force ability to identify higher percentage prospects

