



INDUSTRIAL SEALING AND LUBRICATION, INC. CASE STUDY

AT A GLANCE

OPPORTUNITIES

- No sales systems in place
- Flat revenues
- Underperforming & complacent sales team

OUTCOMES

- Higher revenues
- Improved conversion rates
- Shortened sales cycle
- More motivated & engaged team

“Almost eight years after our initial engagement with SWC, we are still electing to partner with them in an ongoing training and coaching relationship. The trainers and coaches at SWC understand our business, and we continue to learn, grow, implement stronger systems into the fabric of our company. We are ‘SWC lifers’ and look forward to a long relationship with SWC.”

DAVID CONSIGLIO

Owner & President
Industrial Sealing and
Lubrications, Inc.

CHALLENGES

ISL was concerned they had maxed out their production potential as a result of outdated business practices. Though hesitant to let someone get “behind the curtain” of their business, President, David Consiglio, knew that his company could benefit from an outside party reviewing their sales processes and providing recommendations.

SOLUTIONS

- Completed a research phase including shadow days with sales team and sales process & script audits.
- Presented findings report presentation with recommendations for immediate action, including the hiring of a new sales support specialist position.
- Developed new sales manuals, talk tracks, and an activity tracking system.
- Provided ongoing training and 1:1 coaching with the sales team to embed new principles.
- Developed system to hire, train, and retain top sales talent.

RESULTS

Results One

Experienced year-over-year growth for the past seven years.

Results Two

Increased conversion rates by hiring a new inside support specialist focused on pricing & quoting efficiency

Benefits Three

Improved recruiting, onboarding, and retention through resources including a defined sales process including documented manuals, talk tracks, and training program