

Teaming Sales and Strategy with Scorecarding

Situation

A major U.S. consumer products company wanted to reward customer sales teams based on their performance against the company's key strategic goals in addition to their sales results.

Solution

Dechert-Hampe & Co. (DHC) and the client determined that the best way to achieve the desired strategic focus was to implement a sales scorecard. We assisted in establishing measurable goals that were consistent with strategic initiatives and, once scorecard parameters were designed, developed a customized scorecard tool, including a database of targets and actual results.

Results

"You get the behavior you reward." The sales force is now focused on more than just moving goods. They are pursuing strategic initiatives that will build long-term customer and consumer satisfaction.