



Creative Pultrusions, Inc. Overhauls Sales Force Development Program for Big Boost in Company Revenue and Long-term Success

CLIENT PROFILE

Creative Pultrusions—Alum Bank, PA

www.creativepultrusions.com

150 employees

7-day/24-hour operation



Creative Pultrusions, Inc. is a global leader in the design and manufacture of innovative products and systems in the fiber reinforced polymer composites industry. Based in Alum Bank, PA, Creative Pultrusions is a subsidiary of Hill & Smith Holdings PLC, an international group with leading positions in the design, manufacture and supply of infrastructure products, galvanizing services, and building and construction products to global markets.

SITUATION

In 2009, Creative Pultrusions' senior leadership sought to assess and improve the company's sales program at large in order to continue to boost the company's competitiveness in a worldwide market. This included identifying ways to improve the results of current positions; building a recruiting, interviewing and hiring process that would help attract top talent; and creating a system to build the skills and effectiveness of both current staff and new hires.

Creative Pultrusions' Chief Executive Officer and President, Shane Weyant, consulted with IMC for assistance with this extensive review and improvement process. As Weyant states, "We truly wanted to step back and evaluate our overall system with an outside group that had experience in this area. We wanted to work with a team that could make a difference and help us implement the necessary changes to become more effective."

SOLUTION

IMC partnered with Moore Power Sales on two projects for Creative Pultrusions: "Creation of a Comprehensive Job Position Profile" and "Sales Force Development." The first project included working with stakeholders to develop a more solid understanding of the sales position; detailing key accountabilities; identifying behaviors, attitudes and techniques; and establishing metrics that would support a more effective recruitment and hiring process. Once the Job Position Profile was in place, the project team moved on to the critical next phase of building a sales infrastructure to ensure the success of the entire sales team, as well as recruit for a sales presence in the western United States. With oversight from IMC, Moore Power Sales provided onsite training, coaching and consulting, access to other educational opportunities, and guidance on the development and implementation of sales force development tools. When the



new sales person was hired, Moore Power Sales also provided an “on-boarding” and coaching process to help that individual be successful.

RESULTS

The two projects gave Creative Pultrusions specific tools to recruit, hire, and develop an outstanding sales team. The work has helped to give a more concrete approach to key sales and sales management processes, therefore creating an optimal environment for sales growth. The company is now better able to focus on the right measures to build an ideal sales presence. According to Weyant, the direct results are impressive — Creative Pultrusions is realizing over a **25 percent increase in revenue** since the implementation of their new sales force development program.

TESTIMONIAL

Shane E. Weyant
Chief Executive Officer/President

“IMC is a professional organization that truly focuses on understanding the needs of an organization. They help businesses succeed in today’s economy by working with them to enhance the overall skills of their workforce and in turn the performance of the company. I would recommend them to any business seeking to make improvement.”