



SALES: IMPROVE RESULTS WITHOUT INCREASING HEADCOUNT

Use culture types to select, deploy and manage talent.

A company's best customers usually have the same or similar culture type as they do.

- They worry about the same things
- Notice the same issues
- Place importance on the same results

Like-minded companies prefer doing business with each other.

- Buyers purchase with higher confidence when the vendor thinks as they do—they know the supplier will naturally address their spoken and unspoken concerns
- Likewise, the supplier feels they have a customer with whom they can connect, thus enhancing service delivery and creating a mutually satisfying experience

This simple observable fact is the basis for in³'s system for selection, deployment and management.



Selection: Companies should select candidates based on culture fit to ensure they match up with current clients, attract desired clients, or appeal to target prospects.



Deployment: People work better with particular customers because their cultural preferences fit—they think similarly. in³ tools advise management as to customer/salesperson fit. Salespeople can be deployed properly and managed appropriately. The culture type profiles anticipate the customer's buying concerns and compare them to what the sales person naturally highlights. The stronger the match, the better the outcome.



Management: The culture-type profiles anticipate preferred management styles. For instance; if there are many ways to close a deal, key people are responsible for the best solutions, and the customer prefers to work with a trusted person, then it is a mistake to manage tightly. However, if a product is commoditized, price and brand are the customer's most important buying factors, or the sales process can be executed by lower-cost, less experienced people and achieve similar results, then it is unwise to manage loosely. in³'s culture-type profiles guide leadership to appropriately manage to achieve results.

PROBLEMS WE SOLVE:

- Sales
- Turnover
- Performance
- Selection
- Change: (Initiatives, Integration, Experience, Transformation)

PROJECTS WE DO:

- Culture
- Job Design
- Talent Requirements
- Training: Concepts / Software

Solve your problems and set your business up for success at in3consulting.com



THE BENEFIT

Improved ROI.

One of our clients replaced their Walmart account VP with one who fit the Walmart culture. Sales improved 10% the following year. He naturally prioritized the same things as the Walmart purchasing managers, so they trusted him.

It costs the same to hire a person who fits as one who doesn't.

* Hunter/Schmidt, "Individual Differences in Output Variability as a Function of Job Complexity," Journal of Applied Psychology, 1990, Vol.75, No.1, 29-42

People Who Fit = Better Results.

Our clients have experienced the following:

**Boosted EBITDA
up to +400%**

**Improved Productivity
up to 40%**

**Reduced Turnover
up to 75%**

Benefits are repeated year after year.

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