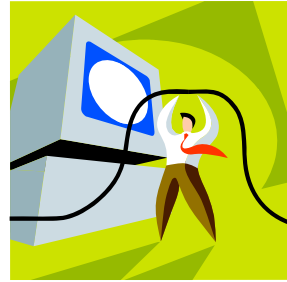


# Antonio Falco serves up solution for an IT hardware company

## antonio falco

inspire | deliver | results



“Whilst my skill and expertise was in developing sales and businesses, the company soon relied on my ability to win new business. Therefore, customers’ expectations and those of the business made it difficult to ensure the sales team were effective. Turning around the easy-going environment that I found needed focus, which was difficult whilst undertaking the many requirements of the company. Antonio greatly assisted in taking that responsibility. His knowledge and skill not just in sales but overall ability to change attitudes and minds, intuitively knowing what was needed meant I was completely confident in him doing what was necessary to help turn us around” Sales Director

The company is a gold partner of APC, the only company in the world offering equipment purposely designed to address today’s unique heat problems within modern server room and data centres

### **The Challenge:**

Three key issues faced this business. First, the sales teams’ inability to deliver; due primarily to a lack of management and complacent attitude. No focus, structure, reporting tools, disciplines or expectations were in place. Second, sales director brought in due to experience and knowledge of both developing sales and businesses became the no.1 sales person delivering much needed revenue. The third issue was the managing director. Having successfully grown his business from

scratch it was now necessary to understand his role and not always be involved in the minor issues that others were in place to deal with. It was also important that communication between management was more effective.

### **The Solution:**

Re-establish a working sales team. Setting objectives, targets, activity and all the other elements required together with a change of attitude. Create an environment that is focused, vibrant, with a sense of urgency. Assess sales skills and provide training, coaching in the work place. Help management to understand their role, set and manage tasks to assist in that objective. Pull people together to work as a team, enhance communication at the top level and forge ahead with a focused plan.

### **The Results:**

Sales team, streamlined, effective, disciplined, focused and delivering. Sales Director able to concentrate only on key accounts, whilst ensuring that the sales team continue delivering and assisting MD to grow the business. MD focused on the long term objectives and ‘the bigger picture’; working closely with suppliers to ensure they are prime distributor and communicating better with co-management.

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## Challenge

- Ineffective, non-delivering sales team
- Complacent and lax environment
- Sales Director swamped
- Business reliant on sales directors' sales
- Managing Director struggling with role
- Poor communication at senior level

## Solution

- 'Knock' sales team into shape
- Create focus
- Help define senior management job roles
- Dynamic targeted team environment
- Improve communication

## Results

- Streamlined, performing, proactive sales team
- Sales Director able to manage and contribute
- Change of attitude
- Enhanced environment
- More effective communication



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For more information on how I can help you and your organisation please contact me:

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