



## Reducing Turnover by Fifty Percent

### Summary:

A leading business-to-business publisher was experiencing poor productivity and high turnover in their sales force. CDI provided a long-term solution for change management and deployed a fulfillment team with expertise in locating top sales talent. CDI top graded the client's sales team within the first eight months with over 80 new hires and reduced turnover from 67% to less than 30%.

### Client

A leading supplier of business-to-business information to the industrial communities was experiencing poor productivity and high turnover in their sales force. The client, a privately owned organization for over 100 years, is dedicated to serving the informational needs of industry through their various publications. Based in New York City, the client has global locations in Europe, South America, India, Mexico and Asia.

### Situation

The client was seeking a cultural change, from the top down, to make an immediate impact on both sales and revenue. The client needed a recruiting partner to top grade their sales force. They required a partner that would invest in a long-term solution for change management. This required training and education in every part of the organization, from human resources to executive management. The client partnered with CDI due to our experience in effecting change within an organization and our ability to geographically mirror their sales team with recruiting professionals.

### CDI Solution

CDI spent a great deal of time with the client prior to execution to analyze the culture and identify pain points. From there, the account team worked closely with human resources and senior management to create new job descriptions, review compensation programs, revise training programs and build effective recruiting and interviewing processes. CDI engaged the hiring managers in a series of events designed to build interview expertise. Additionally, CDI deployed a fulfillment team throughout the United States with expertise in locating and recommending top sales and sales management talent in the advertising/publishing sector. Finally, CDI implemented metrics tracking and reporting to effectively evaluate and manage sourcing, interviewing, hiring and turnover.

### Result

Within the first eight months of the partnership, CDI top graded the client's sales and sales management team with over 80 new hires. More importantly, CDI reduced the client's turnover from 67% to less than 30%, allowing them to gain traction in the marketplace and increase both sales and revenue.