



## **CODEX/MOTOROLA**

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We helped Codex improve sales by over 20%. By training the entire sales management team in Performance Management techniques, the sales force focused on the more profitable sales of Network Solutions products. We designed an innovative incentive system and sales metrics program which motivated sales reps to achieve their goals.

### **Business Challenge**

Codex/Motorola was one of the original innovators in the design and manufacturing of modems and multiplexers. Codex faced the huge challenge of transitioning from selling “boxes” to selling Network Solutions. Also, sales reps were selling directly to the IT managers, while the competition was more successfully selling to CEO’s and COO’s. Codex needed to rapidly change the way the sales force operated, what it sold, and who it sold to.

### **The PGI Solution**

We implemented a performance management system and a pay for performance system for the national sales team. The system included training all managers in setting new goals, and measuring and reinforcing new sales prospecting and closing behaviors. A new accountability system was instituted.

We successfully delivered a behavior change initiative that:

- Changed the a non-competitive, out-dated sales culture into a more competitive culture.
- Designed and implemented an innovative sales incentive system.
- Strengthened the senior sales leadership team’s ability to motivate the sales team.