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**DRIVING ORGANIC SALES GROWTH**

**Building Sales Excellence  
into your Organization**

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## ORGANIZATIONAL STRUCTURE – FUTURE STATE



# PROACTIVE INSIDE SALES

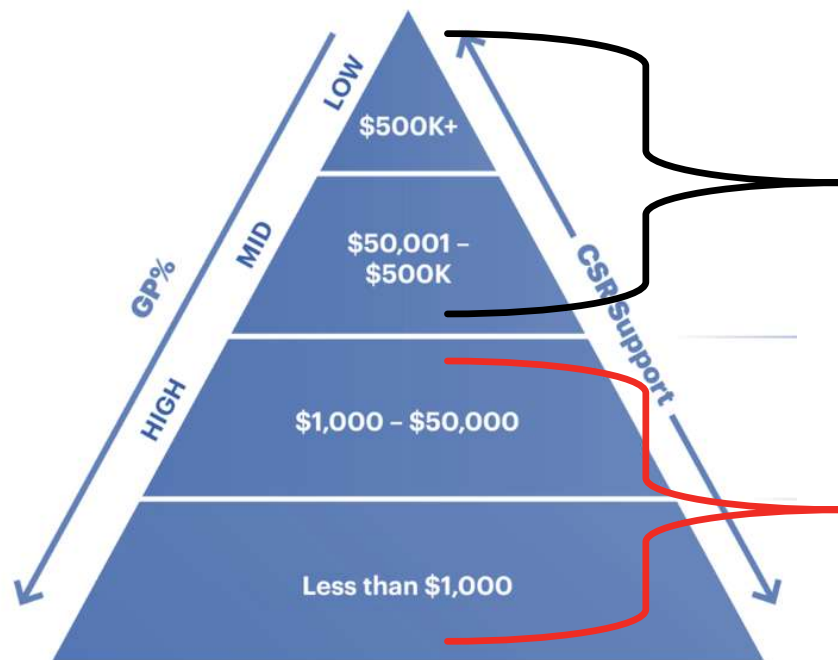
- Importance of Proactive Inside Sales
- Account Base Pyramid
- Outbound Call Process
- Headcount/ROI Model
- Actual Results
- CRM



## IMPORTANCE OF A PROACTIVE INSIDE SALES MODEL IN DISTRIBUTION

- ❑ **“Most distributors don’t view their inside sales team as a proactive sales force.** It’s relatively rare for inside sales reps to make outbound calls to generate more business or to employ active selling techniques. That means they are **spending most of their time processing orders and returns, providing technical support, managing inventory or tracking orders.** In fact, most distributor inside salespeople are playing the roles of customer service reps and don’t have the skillset for a more proactive role. **As a result, these distributors are losing out on significant bottom-line benefits and shareholder value.** “
- ❑ **“Follow-up by an inside sales rep is not just a courtesy. It can be a profitable move that can both protect and grow wallet share with customers.** For some distributors, an annual increase of 1% in customer retention over each of 10 years results in a 20% increase in annual earnings. “
- ❑ **“One of the highest-return activities an inside sales team can do is grow midsized accounts with potential.** If an outside salesperson has an account base of 50-75 accounts, **chances are they are not paying attention to the accounts on the bottom of their list,** spending close to three-quarters of their time on their 10 biggest accounts. Without those touches, these customers will either continue ordering what they always have, or they will be picked off by the competition. **A proactive inside sales force can focus on growing these accounts, connecting with customers to better understand their needs so they can cross-sell or upsell other products and services that could benefit them.”**

## ACCOUNT BASE PYRAMID IN MOST COMPANIES CATEGORIZED BY ANNUAL SALES PER ACCOUNT



Assigned to Outside Sellers  
Represent 80%+ of Revenue

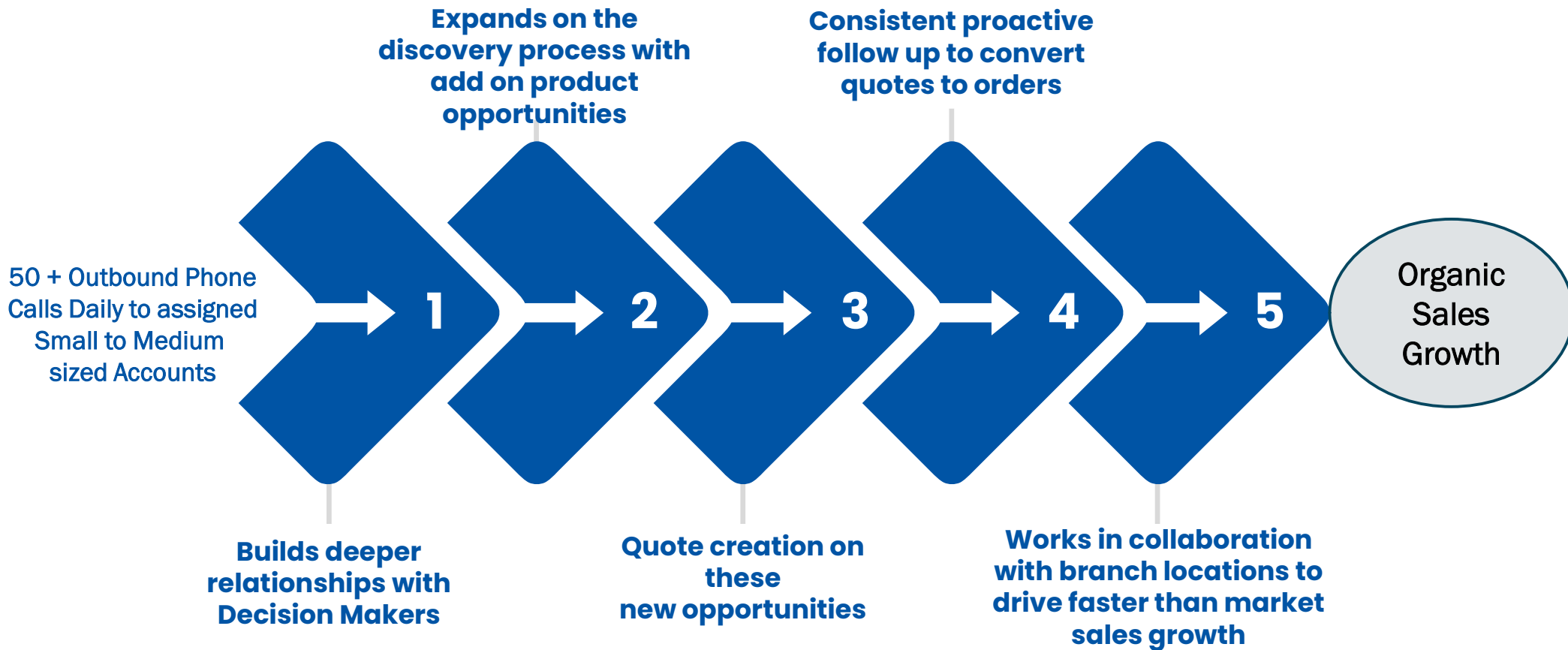
### Trapped Sales Potential

Mostly assigned to Outside Sellers  
with some having no assignment

- High Margin Accounts
- No Account Qualification Process
- Large accounts disguised as small accounts
- Account Onboarding Component Missing

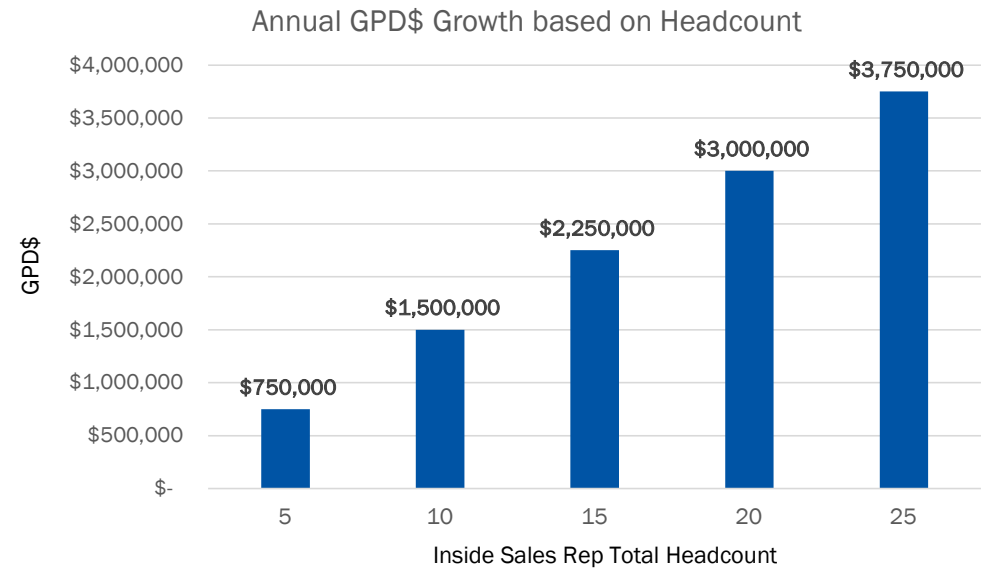
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## INSIDE SALES OUTBOUND CALL PROCESS

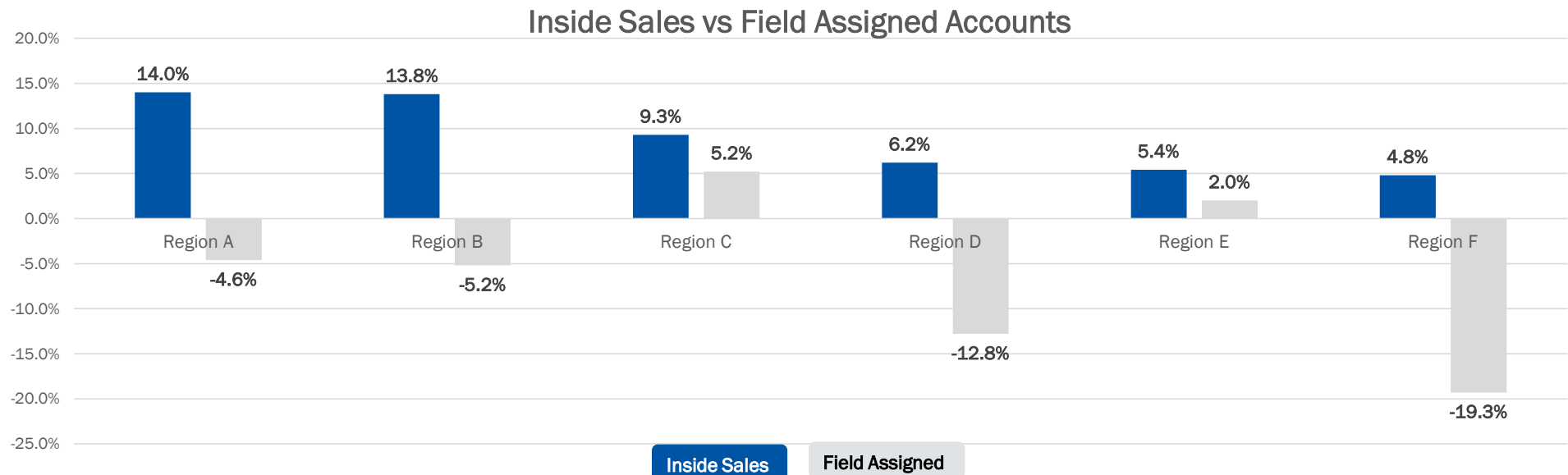


## HEADCOUNT INVESTMENT & ROI MODEL

- Inside Sales Rep Headcount Model
  - Competitive Base salary
  - 15K at Target Incentive
  - \$150,000 Incremental GPD\$ Annual Target
  - Commission 10% of Incremental GPD\$ Growth
  - Partially offset new headcount by Commission Savings from OSR to ISR Re-assigned Accounts



**ACTUAL RESULTS – BUSINESS “A”**  
**GROWTH RATE FOR ACCOUNTS UNDER \$25,000 IN ANNUAL SALES**

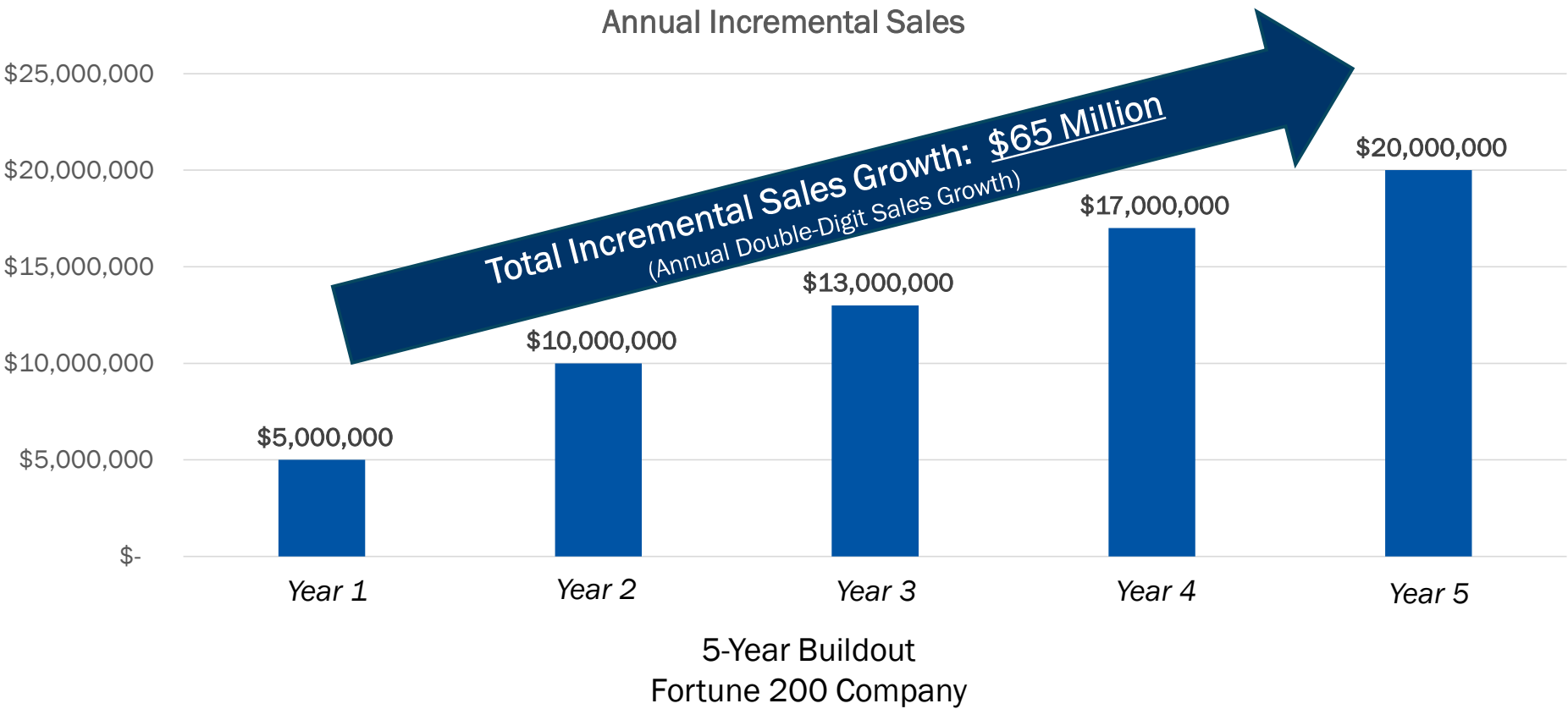


Significant Outperformance by Inside Sales vs Field Accounts



# ACTUAL RESULTS – BUSINESS “B”

ACCOUNTS UNDER \$25,000 RE-ASSIGNED FROM OUTSIDE SALES TO INSIDE SALES



# CRM – POWERED BY AI

The image displays the Proton.ai CRM interface across a desktop monitor and a smartphone. The desktop screen shows 'Account Details' for a customer with a total spending of \$52,987 (+12%). It highlights several key areas: a 'Follow up on quote #8394' with a remaining value of \$6,000; an 'Upsell opportunity' for 'Powder-Free Disposable Gloves'; and an 'Abandoned cart' for 'Puffing & Encapsulating Compound'. A 'Spending gap' of \$5,000 is identified in the 'Lubricants' category. The smartphone screen shows the same account details, including 'Recent Call Notes' and 'Recent Activity'. The Proton.ai logo is prominently displayed at the bottom center.

Account Details

Follow up on quote #8394  
Remaining quote value: \$6,000  
Products purchased: 20/39

Upsell opportunity  
Powder-Free Disposable Gloves  
Senior accounts saved \$2,000 more 1" for PPE category

Abandoned cart  
Puffing & Encapsulating Compound  
Viewed Oct 16, 2022

Spending gap  
\$5,000  
Account is underspending in Lubricants

Customer due to reorder  
Abrasives

Backing pad - 6 inch diameter  
\$19.85  
10 in stock

Frequently bought with  
Standard N95 Respirator  
\$19.97  
1 in stock

By analyzing years of data with AI, Proton recommends actionable steps to help reps engage customers and master the art of upselling.

- ✓ Identify priority accounts, close spending gaps, and follow up on opportunities
- ✓ Automate reminders for reorders and open quotes
- ✓ Recommend higher-margin substitutes and spot new category interests

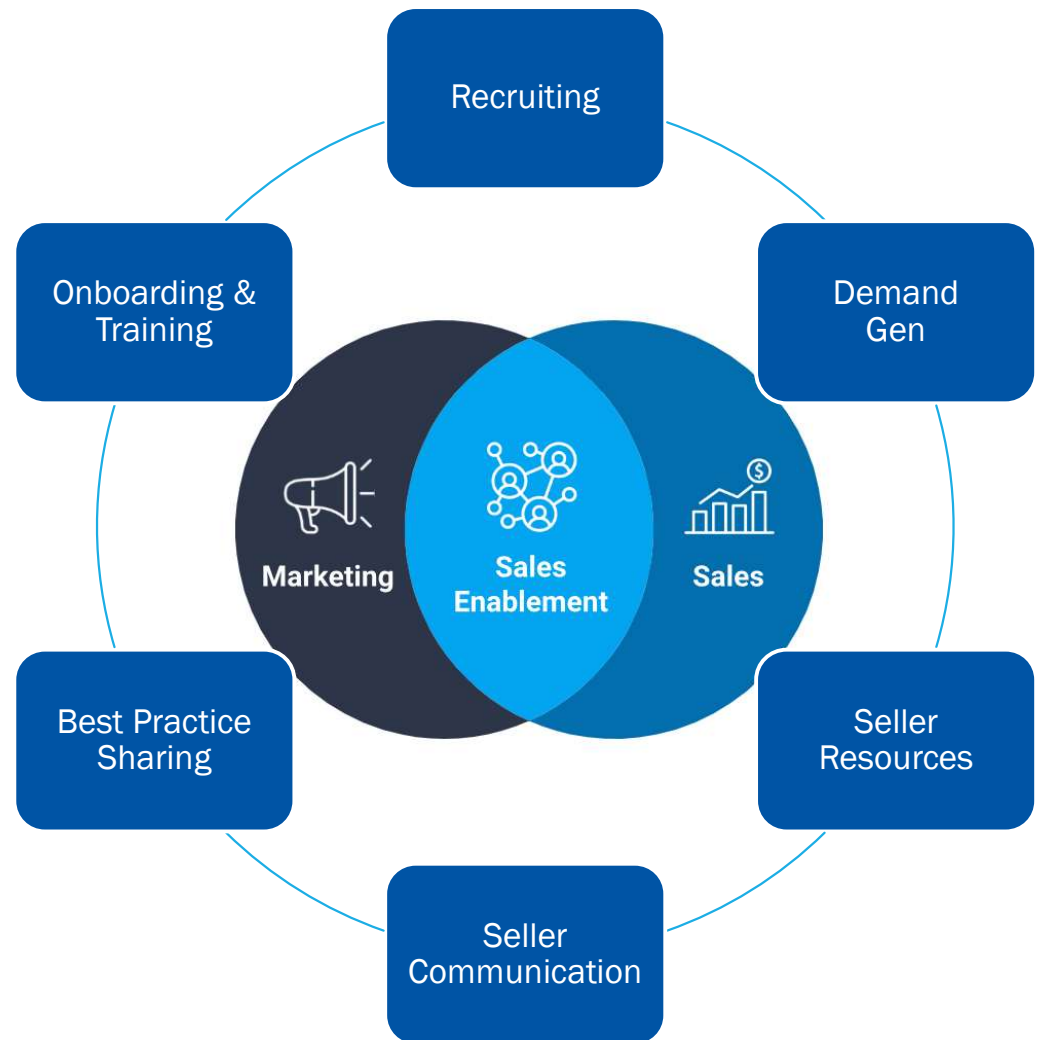
# **SALES ENABLEMENT**

- Overview

# SALES ENABLEMENT

Sales enablement is the people, processes, technology and data that enables your sales organisation to sell at a higher velocity and more effectively. It is about **increasing sales and productivity** with the same people, same company, same products and services, but with a different approach.

**Sales enablement is a strategic collaborative discipline designed to increase predictable sales results.**



# **SALES OPERATIONS**

- Overview

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## SALES OPERATIONS FUNCTION OVERVIEW

Seller  
Productivity

Reporting &  
Analytics

CRM

Sales Compensation

New Territory  
Buildout

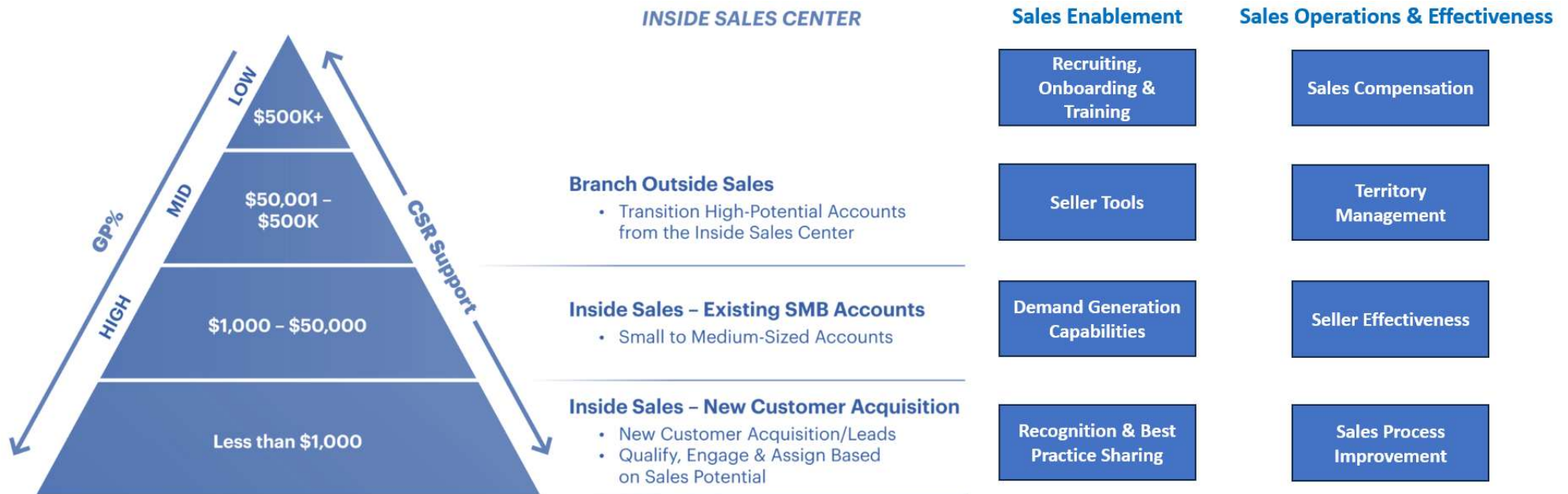
Territory Management & Optimization



# **FUTURE STATE**

- Culture of Sales Excellence
- Proven Executive Leader

## OPTIMIZED FOR DRIVING ORGANIC SALES GROWTH

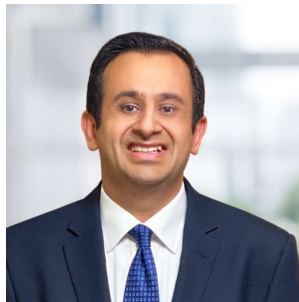


Building a World Class Industry Leading Sales Organization



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## PROVEN EXECUTIVE LEADER WITH INDUSTRY EXPERIENCE FORTUNE 200 & PRIVATE EQUITY



**Ali Hasham**

VP, Sales Excellence North America

Motion Industries/Genuine Parts Company

Jan 2020 to Present

Built from the ground up

- Outbound Inside Sales from 0 to 90 reps driving double digit growth
- Sales Enablement, Training, & Onboarding Team
- Sales Operations Team



**TruckPro**

- *May 2014 to Jan 2020 (exited after Harvest Partners Transaction)*
- Recruited by CEO to build TruckPro's dedicated centralized team to accelerate sales from new customer opportunities and driving incremental sales growth from SMB accounts



- *August 2000 to May 2014*
- Built a team focused on new customer opportunities across all WESCO business units, Global Accounts program, and international locations.

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## BACKED BY FORTUNE 500 C-SUITE EXECUTIVES

### Professional References

Randy Breaux – Genuine Parts Company - Group President North America

James Howe – Motion Industries – President

Bret Robyck – NAPA Auto Parts – Executive VP Sales

Kevin Kerby – Bain Capital – Partner (Former WESCO VP Sales & Marketing)

Ljupco Icevski – SupplyForce – President & CEO

Deb Huttenburg – Mersen – VP Global Sales & Customer Care

Roy Haley – WESCO - Former Chairman, President, & CEO