

# McNaughton-McKay Institutes Inside Sales Culture Makeover, Performance Improvement with Janek Performance Group

## Summary

McNaughton-McKay sought a sales performance partner who could effect a cultural and sales approach change for their inside sales team – including both reps and managers.

An extensive research and discovery process allowed Janek Performance Group to create a tailored, three-part solution to achieve those objectives.

**McNaughton-McKay saw an average performance improvement of 21.2% from workshop participants.**

## About McNaughton-McKay

One of America's leading distributors of electrical products, McNaughton-McKay was founded in 1910. In addition to over a century of history, the company is notable for being 100% employee owned since 2006. With the 2018 acquisition of The Reynolds Company, McNaughton-McKay has a presence in 7 states, Germany, Brazil, Italy, and China.

## **The Challenge**

McNaughton-McKay realized their inside sales reps were largely functioning as order takers. The company wanted to institute a cultural and sales approach change that would see their inside sales team shift from a transactional approach to proactive Trusted Advisors.

As part of this transformation, McNaughton-McKay sought a partner who could teach the inside sales reps how to improve their relationship-building skills, better identify opportunities and anticipate client needs, enhance negotiations by selling on value rather than price, and overall be more proactive.

**“Bringing Janek into the picture for our inside sales team was an opportunity for them to understand that there’s a different conversation that needs to be held with customers.”**

**Michael Robinson**

Operations Manager, Carolina Region

## **The Solution**

Following a deep dive to gain a thorough understanding of McNaughton-McKay’s processes and situation, Janek determined that a fully customized Critical TeleSelling® Skills workshop, paired with TOPS™ Reinforcement & Coaching for managers and Janek Xpert™ reinforcement technology was the most suitable approach.

In total, 150 people – 125 sales reps and 25 sales managers – took part in the training initiative. The process included workshops that were capped at 15 participants per session in order to maximize interactivity and depth of learning.

## The Results

The initiatives were a success, enabling and fostering the culture and sales approach changes McNaughton-McKay hoped for. Post-training follow-up revealed the below data points:

**“We were really happy with the Janek program. It got everybody on the same page and we can realize where our gaps are and work individually and as a group to grow and get to that next level.”**

**Michelle Biddle**

Operations Manager, Ohio Region

### 90-Day Post-Training Review Results

**518%**

Return on investment

**93%**

Of participants successfully applied knowledge and skills to their job

**21.2%**

Average performance improvement

**1.94**

Months payback period

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