

What do bowling and selling auto parts have in common?

One sales person's great idea leads to increased revenue.

The situation

A major supplier of auto parts (we can't mention their name but they are big...I mean really, really big) needed to address a situation with one of their mid-western sales regions. It turns out that their sales projections were based on – are you ready for this – the weather. Yup. If it snowed a lot and cars needed repairs, bonuses for everyone! If it was a mild winter, Raman Noodles all around. Finally someone said, "Hey, maybe there is a better way."



Mustard and Corn jump into action

The Innovation Company ran a 90 minute workshop with a group of sales managers and their staffs. At one point a person suggested, "Maybe we should sell to bowling alleys." People began to chuckle; however, since they were going through The Innovation Company's workshop, the idea had room to grow and the laughing stopped.

The amazing part

The person said, "I have had this idea for a couple of years but never felt comfortable to share it." Yikes! He had been keeping this idea inside for *two years* all because an innovative culture was not in place. Now, with the environment set he elaborated on his idea and listed multiple ways the company's products could be sold to bowling alleys. The sales team was stunned. Then, another person spoke up. "I have been thinking about contacting marinas." Within minutes there was an idea explosion, action items were prioritized, and no longer were sales plans based on partly cloudy or mostly sunny forecasts (what is the difference between mostly cloudy and partly sunny anyways?)

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The results

Numbers went up (again we can't share how much), new relationships were formed, and the competition was left in the dust. There was peace in the land! Need we say more? Yes we do. This all happened in about 90 minutes.



Want to create an Innovative Sales Force™ with your team?

Contact us today.

The Innovation Company

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