



SALES ENABLEMENT

Transforming Low-Performing Sales Reps

Regency Lighting, a leading distributor of electronics and lighting products, and its partner – Lighting Resources, a top lighting recycler – were experiencing a stagnation in sales of their boxed recycling program.

Lighting Resources was responsible for 22% of annual revenue from the boxed recycling program. Product promotion presentations via Lunch-and-Learns and email had not affected the stagnation in sales.

The two companies implemented Ringorang to engage lower performing sales representatives, and they targeted a 10% increase in unit sales.

"Our sales jumped in just a couple of months... Ringorang is a catalyst for change."

Daniel Gillespie
CEO
Lighting Resources



CHALLENGE

With a growing catalog of partnerships and products, the boxed recycling program was becoming less noticeable. Regency Lighting not only needed to maintain attention and excitement for the program, but they also needed to grow it. The key seemed to be breaking through attitudinal resistances in the lower performing sales representatives.

SOLUTION

We leveraged Regency Lighting's existing sales enablement content to engage both high and low performing sales representatives across the country through:

- Three months of Ringorang sales training reinforcement
- Scholarships awarded as incentive for Regency Lighting's homegrown charity

RESULTS

Field sales representatives who engaged with Ringorang for only two minutes a day over a three-month period. While the top 50% of performers saw no significant difference in sales over the same quarter of the prior year, the lower 50% of performers saw an 84% increase in unit sales over the same quarter of the prior year