

Case Study, **Reed's Metals**

About Reed's Metals, Inc.

Established in 1998, Reed's Metals has set the industry standards for quality products. Reed's Metals is a metal manufacturer specializing in metal roofing, metal buildings and pole barns. Reed's Metals of Tupelo, MS, has called north Mississippi home since 2010. What began as a two-man operation has now grown into a team of over fifty members. Growth in Tupelo allowed for an expansion 100 miles north in Jackson, TN. The Jackson location has been providing quality products and services since 2014.

What was their objective with training?

Jeremy and Daniel, both co-owners at Reed's Metals, decided that during 2017 improving their team members would be one of the main objectives. They wanted everyone to be focused on learning, be on the same page, and they wanted to promote synergy within the organization.

What was the sales challenge?

Both owners had heard about Grant Cardone and read his first book "Sell or Be Sold". They loved Grant's strategies and were looking forward to implementing them in their business.

At the same time four new hires were being added into the organization. While Reed's Metals does a fair amount of advertising, their sales reps are required to build their own book of business from sourced leads. To make sure the new team members would be successful the representatives would need to develop good phone habits and prospecting skills.

Mike Bonnett from the Cardone Training Technologies office connected with Jeremy and Daniel to demonstrate how Cardone University can solve their need to get the new hires as well as the tenured staff trained to build a book of business and close more opportunities.

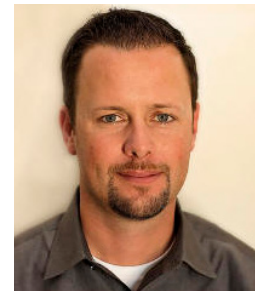


Overview

The Reed's Metals team has seen a 20-30% YOY increase each month since starting to train on Cardone University. Their Jackson location has seen as high as a 74% increase in year over year monthly revenue.



Jeremy Butler
Owner



Daniel Butler
Owner





What did Reed's Metals do to achieve success?

Every day the sales reps follow the Cardone Certification path and complete a minimum of two chapters from the training. Then, twice a week they meet as a group to discuss the training and review how the strategies can be implemented.

Each month, Mike Bonnett from Cardone Training Technologies hosts a sales meeting for the group and helps them address a specific sales need with the team.

Leadership at Reed's Metals has built a culture of training and uses positive reinforcement to encourage their team members to benefit from having the tool available to them.

The owners do not enforce strict disciplinary action, but because training is backed by management and spread throughout the organization, reps are consistent with the training. A very successful method for getting buy in has been to present an award to reps who graduate from one Cardone Certification level to another. Each month they hold a ceremony promoting individuals that complete the Beginner, Intermediate, or Advanced certification and they are presented with a framed certificate recognizing the achievement.

In their own words:

The value delivered by Cardone University for Reed's Metals:

Improvement in work culture

"The reps that are involved with the training feel appreciated. It makes them feel better knowing that we're investing in them so they're more motivated"

Improved time management and call handling

"The reps are more deliberate in what they're doing. They're better at scripting, planning, and making their calls."

Heather Stiles

Marketing Director

What about the results?

To date, they've seen a 20-30% increase YOY each month they've been on the program. During their highest month while using the program they saw a 74% increase over the year prior at their Jacksonville location.

All of the reps have been much more deliberate in what they're doing throughout the day. They're planning, scripting, and making better calls to their clientele and thinking much more about what they're going to do before they do it.

Because of leadership's investment in their success the team feels more appreciated. It's made them feel better and they're more motivated overall.

20-30% | increase in monthly revenue

Summary

Objectives

- Training for new hires
- Improvement with prospecting & phone skills

Solutions

- Daily training on the Cardone Certification curriculum
- Open accountability, everyone on the team sees the training reports
- Bi-weekly sales meetings to discuss training
- Monthly sales meetings with Cardone representative

Results

- Every month while on the program Reed's Metals has seen a year over year increase of 20-30%
- Time is being managed better and reps have developed better phone habits
- Sales reps feel appreciated and are more motivated throughout the day