

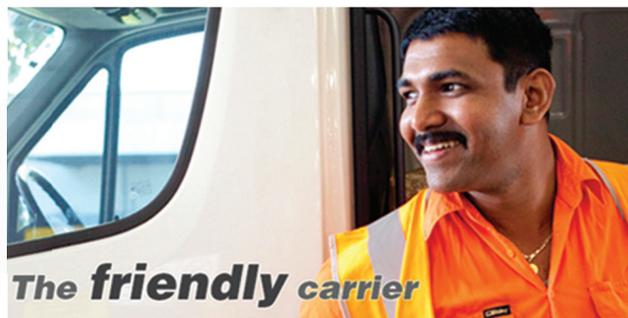


How a Sales Force Turnaround Strategy *also* Delivers Higher-Achieving Drivers and Managers

"In 25 years of owning the business, I have never seen the calibre of candidates we are attracting now."

—Mark Hunter, CEO, Hunter Express

Client: Hunter Express
Industry: Transport
Employees: 400



CHALLENGE: Too many people leave. Those who stay underperform.

Hunter Express is the "Google" of the transport industry, with a great culture, high employee engagement and low employee turnover—except for the sales team. There, it was the opposite story with few people achieving their sales targets and a revolving door that was sabotaging company profitability with ever-rising recruitment and onboarding costs.

SOLUTION: Attract the right candidates to fill the sales roles.

Working closely with Hunter Express, Ignite Global used a heuristic view of work to transform how the company described the sales roles. Ignite Global then helped Hunter Express use the clear expectations and inspiring vision of the roles that came from this process to build the foundation for a strategic sales force turnaround.

RESULTS: Over-achievers surpass Hunter's aggressive performance targets

Ignite Global's tactics immediately attracted far higher-calibre sales professionals that are the right match for the company's culture—and performance goals. These new, high-achieving people continue to outperform sales targets. Ignite Global's retention expertise means they're also staying. This creates a triple win as sales rise, turnover costs plummet and sales professionals shine at work they enjoy for a company they love.

The sales force turnaround was so transformational that Hunter Express implemented the same strategic approach company-wide. CEO Mark Hunter says that emphasis on attitude and aptitude has been so compelling that they're receiving unsolicited job applications. From potential truck drivers to state managers, highly qualified people are eager to work for a company with such a fresh, dynamic vision.