



# CASE STUDY: KROFF

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THE RIGHT SALES PROFILE TO DRIVE AN  
ENTREPRENEURIAL CULTURE

**"ACUMAX INDEX HAS  
BEEN A MAJOR FACTOR  
IN HELPING US ACHIEVE  
20% GROWTH, YEAR-  
AFTER-YEAR."**

Timothy Laube  
General Manager, Kroff, Inc.

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## BACKGROUND

Kroff, Inc. provides industry-leading water and wastewater treatment and recycling services to over 30 different industries. In 1988, Fred Potthoff and Keith Kronk collaborated to form Kroff Chemical Company. This ideal pairing between Mr. Potthoff's vast experience and expertise in the Chemical industry and Mr. Kronk's marketing and sales background, Kroff, Inc. has expanded into eight different companies selling thousands of innovative solutions.

## THE ISSUE

Although the Kroff companies were growing in revenues, the partners realized that it was not enough to have people with just “sales experience.” To achieve the type of revenue growth desired, they need people who had the ability to sell and thrive in the entrepreneurial culture that Kroff was built on.

Over the years, Kroff had done what most organizations do – interview people with sales experience on their resumes, interview and hire those they liked best. They hoped that the new hires would perform and then acclimate into the company culture of being self-motivated, building their own customer base, and enjoying an environment with minimal managerial supervision. However, background, skill set and interviews alone did not create the type of results the partners thought necessary for the growth they knew Kroff was able to achieve. They charged their General Manager, Tim Laube to figure out how to achieve the growth desired and create the entrepreneurial culture the founders believed in - one that enables employees to grow in their jobs and expand their abilities without management interference.



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## THE SOLUTION

Charged with what appeared to be a formidable challenge, Mr. Laube, a scientist by education, was looking for a data driven and objective solution to this challenge. How do you quantify a person who will have the wiring to be an effective salesperson and enjoy being their own internal entrepreneur? Tim then turned to the AcuMax Index to assess objectively what the wiring pattern for sales success at Kroff. Mr. Laube reviewed the data and discovered the “Sales Hunter” specifically for Kroff – data that substantiated the ideal hardwiring for effective selling and one that is perfectly matched for the entrepreneurial culture the founders believe in.

**Kroff now faithfully uses AcuMax Index Position Profiles for all Sales positions.**

“There is a strong correlation between our team members that match this position profile and our growth year after year. With this profile, we are hiring for people who enjoy and will thrive in our entrepreneurial culture more than anything else.”

## THE BOTTOM LINE

Hiring a candidate based upon background and skill set alone does not mean sales success for the individual or the organization. For true results and the ability to thrive in an entrepreneurial culture like Kroff – the person also needs to be wired for success in that culture!

For Tim Laube, AcuMax Index has contributed to Kroff’s growth and profitability as their field revenues have vastly improved since hiring people who match the Kroff “Sales Hunter” profile.

For more information on getting great sales results for your organization using the AcuMax Way, please visit [www.AcuMaxIndex.com](http://www.AcuMaxIndex.com) and select the Request Demo button.

***Do More  
With Less***

