



AcuMax Index®

Case Study: Terminal Supply Company **Increasing Sales with the right type of wiring!**

"In the six and half years of using AcuMax Index, our revenue has increased from \$28 to \$38 million."

Chris Covatta
Vice President, Terminal Supply Company



Background

Terminal Supply Company, founded in 1966, has a very unique business philosophy in bringing the store to the customer's door in the area of hundreds to thousand of electrical connectors and parts for the heavy duty and industrial markets. TSC has been growing constantly over the years and realized their unique selling proposition created the opportunity for growth in more markets across the US.



The Issue

Terminal Supply Company needed a tool to better match applicants to jobs and help managers understand what makes people tick.

Wanting to grow revenues significantly and meet projected sales goals, Mr. Covatta realized that getting the right salesperson for each type of sales role was critical to their success. Due to the thousands of parts TSC sells each year, education and ramp-up time for salespeople takes a considerable amount of time. Investing into a person who has a high probability of not being successful in sales costs not only time and money but would be a big deterrent to reaching the growth desired by the TSC leadership team. The AcuMax Index (AI) has helped in getting the right people!

The Solution

AcuMax Index helped the sales function by identifying the various wiring needs for levels of work in the various sales roles at TSC. In addition, sales management knows how to properly motivate and assist the sales team in becoming successful.

TSC uses the AI in all their hiring functions knowing that sales were not just about the success of the salesperson, but the team behind that individual to best serve their customers.

The Bottom Line

Why guess or take a chance on your sales function when you can objectively identify the right human wiring that will increase sales and revenue?

Therefore, for Chris Covatta and the leadership at TSC, AcuMax Index has become their “right hand” in selecting people and ensuring continued company growth.