



# SALES FOCUS

INTELLIGENT SALES OUTSOURCING

[www.salesfocusinc.com](http://www.salesfocusinc.com)

## PPG INDUSTRIES

### INDUSTRIAL

#### CLIENT DESCRIPTION

PPG Industries is an American Fortune 500 company and global supplier of paints, coatings, and specialty materials with over \$15 billion in annual revenue.

#### CUSTOMER REQUIREMENTS

PPG Industries needed to quickly and effectively launch and manage a salesforce to win market share in the light industrial marketplace.

#### SALES FOCUS INC. SOLUTIONS

Sales Focus developed a marketing message, created an ideal client profile, set up an organizational structure, and launched a focused team of sales professionals. SFI developed all compensation plans and quota assignments and recruited, trained, and managed 36 sales agents across the United States.

#### RESULTS

SFI's sales teams in PPG's targeted markets grew revenue from \$1 million to more than \$23 million in three years.