

PITTSBURGH PAINT AND GLASS (PPG INDUSTRIES)

INDUSTRY - MANUFACTURING

CLIENT DESCRIPTION

PPG Industries is the world's second largest provider of paint and coatings in the world. They are a global organization with over \$15b in annual revenue.

CUSTOMER REQUIREMENTS

Quickly and effectively launch and manage a sales force to win market share in the light industrial marketplace.

SFI SOLUTIONS

SFI entered into an agreement to develop their marketing message, develop their ideal client profile, setup their organizational structure then manage their sales force. SFI developed all compensation plans, quota assignments, recruited, trained and managed a sales force of 36 representatives across the US.

RESULTS

SFI hired, trained and managed a team of 36 sales executives that grew revenue from \$1M to over \$23M in three years.