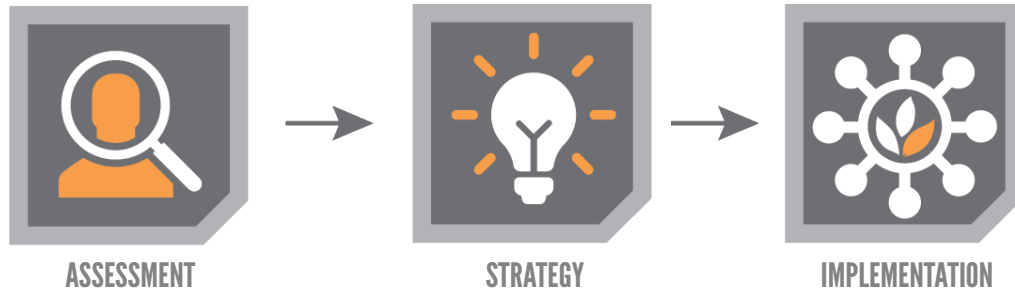




ORANGE *leaf* CONSULTING



NDG&T Case Study using the OLC Methodology

Challenge: North Dakota Guaranty & Title Company (NDG&T) was a strong company with a good product, happy employees, and strong market share. So where does a company go from there? NDG&T's mission is to provide the best customer service in the market and they believed the only way to continually do that is to check in with the company and how things are running. They wanted to continue the company's education, to improve, be better, and graduate from an organization with a single sales person to a to a sales driven organization, where everyone is invested in sales.

Solution: During the assessment a few things became clear:

- 1) Key markets where growth was possible needed to be identified and examined, both internally and externally
- 2) Even with a strong market share, managers needed coaching to transform their mindset to a sales driven organization. (Meaning every individual in the company understands how they impact sales -from the receptionist to the CEO.)
- 3) Leadership provided inspiration but needed to better utilize their time and reach to do so.



Throughout the assessment process, OLC encouraged NDG&T staff to self-examine markets where there was the potential for growth. Encouragement from leadership to be fully honest and transparent allowed staff to say the good, the bad, and the ugly, which helped in targeting key markets where they were not moving the needle.



The next step was to prepare these teams to increase the market share. To execute, OLC began with coaching managers onsite in the targeted markets on up to regional managers, office managers, and the President and CEO. By blanketing similar coaching across the board at NDG&T, the organization was able to make a shift to a fully sales driven company where everyone understands their role in the sales process. Furthermore, to make this a sustainable shift, OLC taught managers how to conduct these coaching sessions themselves, and to this day they replicate what they learned daily.



Lastly, was understanding the best use of the company's leader, Nick Hacker. It was clear that staff loved him and he was thought of as a Rockstar. However, he needed to get in front

of staff more without spreading himself too thin. Working with Nick, OLC created a plan that allowed for more exposure through things like webinars and office visits that focused on cheerleading the culture they had built.

Outcome: NDG&T has seen significant success through the OLC assessment and implementation including higher recruitment and retention, improvement in customer services, and increased market shares. Utilizing OLC's sales methodology, tools, and coaching, NDG&T has become a sales driven organization where the culture shifted to a cohesive winning team approach. While employees were always happy to work there, after this shift, people wanted to win and win together. Additionally, the company has seen significant financial results, to the extent that one competitor closed its business in a targeted market. The company saw an increase in revenue within four months, one team has increased revenue by 40%, and two key markets have increased market share by 45% and 70%+ in the last year. "We were committed to transforming the company, so we made an investment in ourselves. And that's what OLC is. OLC is an investment in an organization, but it totally pays for itself. This has been an awesome investment for us," said Nick Hacker, President and CEO of NDG&T.

THE OLC PROCESS



ASSESSMENT

Determining solutions for you begins with an initial assessment. Plain and simple, we have to get to know you, the culture of your organization, and the people we will be working with prior to suggesting a course of action. Trust us, you'll thank us for it later, and your results will show it.



STRATEGY

We help you plot the course for desired outcomes, helping you create your plan every step of the way. That could mean anything from leadership development, sales cycle revamps, organizational communications, or even employee engagement. Your custom map will take you to where you need to be.



IMPLEMENTATION

Making your map and plan a reality may seem like the tough part, but this is fun part! This is where you start to see the magic happen, and we will coach you through it. We will unlock the potential you and your team hold and help you avoid the blind spots you don't see. You and your team will fly higher than you thought was possible because we will help you focus and stick to the plan you made.

ABOUT DR. CINDY & OLC

The road to success is paved with thorough planning and thoughtful execution. I grew tired of watching companies hire consultant after consultant while achieving marginal results. You and I know that it is time to get real. If you are not ready to roll up your sleeves and do the work then don't hire OLC! But If you are ready for real change then let's work together to create real action and real results for you!

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