

SALES INCREASE FROM MFX TRAINING

ABOUT DIAMOND K GYPSUM INC. Located in the small town of Richfield, Utah, Diamond K specializes in the production of high quality agricultural, industrial, food and pharmaceutical products derived from gypsum (calcium sulfate dihydrate). With 24 employees, the company engages in every phase of product development, from the mining of the natural resources to the production of crop nutrients, industrial use products, and food and pharmaceutical products distributed throughout the world. The company mines gypsum from its own 98%+ pure natural deposit using precise mechanical rotomilling instead of quarry blasting.

THE CHALLENGE. Diamond K Gypsum has worked successfully with MEP Utah, a NIST MEP affiliate, in the past to implement manufacturing process improvements in the business. These improvements increased the company's ability to maintain its goals for quality and capacity. However, sales growth had only been 2-5% annually in recent years. As a result, Diamond K felt the need to take a similar approach that would emphasize sales process improvements.

MEP CENTER'S ROLE. Diamond K's leaders sought to increase sales through training that identifies and instills best practices, enhances consistency, and establishes a clear, repeatable sales process across territories. Management desired to help salespeople develop greater professionalism and confidence. And the company sought to help them be more successful individually through professional development. The MEP Utah went on-site at Diamond K to implement MfX, a sales accelerator program intended to help manufacturers increase revenues.

Diamond K brought in its salespeople from the company's territories across the country to attend a full day of training. This initial training was followed by weekly and monthly follow-up sessions to help salespeople continue improving sales skills and manage their sales pipelines more effectively. MEP Utah's MfX consultant worked with company leadership before, during and after the program to establish sales management practices for consistency and accountability in the sales team. The MfX consultant also implemented a system for continued reinforcement of the improved sales process at Diamond K. At the request of management, the MfX consultant also helped the company improve its hiring process to bring on two new sales representatives.

"Last year was our company's best year. I appreciate all that MEP Utah's MfX consultant has done for us. He's gone over and above what we expected. He is very intelligent, sees our needs, then helps us articulate where we need to improve and where we need to go as a company. The accountability measures he put in place in the sales process work just the same as on the manufacturing side of our business. It's amazing the positive changes we're making."

-Kris Allred, General Manager

RESULTS



Doubled sales growth



Hired 2 new salespeople



Doubled the size of its warehouse

CONTACT US



100 South 1495 East
MEK 1121
Salt Lake City, UT 84112



(801)587-0713



utah-mep.org

