



## COMPANY OVERVIEW

Comdata is a proven leader in corporate payments for a wide range of industries and some of the nation's most-recognized brand names. Their solutions touch financial transactions of all kinds and are changing the way companies manage data, pay employees, process transactions and control spending on key business purchases. Comdata solutions help save companies money, grow the bottom line, streamline operations and minimize financial risks.

The flagship solution, the Comdata Card, helps thousands of companies manage corporate purchases, fuel expenses, payroll and more with a single platform.

### ***A Ceridian Company***

*Comdata is a wholly-owned subsidiary of Ceridian Corporation, a multi-billion dollar information services and human resource management company based in Minneapolis, Minnesota.*

## THE COMPANY'S ASSESSMENT GOALS

Like many organizations in today's changing business environment, a review of sales performance and leadership is becoming a standard practice as companies look back over the last few years and start to make changes moving forward. The case was no different for Comdata.

The need for a highly skilled sales force and stronger management team were the original factors that led their executive management team to look at what they had been doing right and find opportunities for improvement. With a sales force of over 100 representatives nationwide, Comdata needed to find a way to track activity, forecast training and hold their salespeople accountable cross country from a single base headquarters in Nashville, TN.

As in many circumstances, companies know they need a change, but they don't always know where that change needs to take place in order to see the quickest results in the shortest amount of time.



### THE SOLUTION

Our initial strategy has been to engage Comdata in a full sales diagnostic while completing an inside assessment of their current sales force and management team.

**Southwestern Consulting™ was chosen as the preferred provider for 3 main reasons:**

1. We train in a consultative sales methodology unlike many other traditional sales training models.
2. We focus on three core components that are intra-dependent for a sales organization.  
(Process, Self Motivation and Self Management)
3. We are practitioners of what we preach and have a real life, up-to-date perspective of today's sales environment because we live in it every day.

**As our research assessment came to a close, there remained three core areas in which we recommended an immediate and priority focus:**

1. Online Activity Management
2. In-Person Sales Training
3. On-Going Leadership Development

### RESULTS

For the first time in a long history of sales success, Comdata salespeople and managers have a way of measuring daily activity to hold their team accountable, forecast training and develop an activity-based sales model vs. the traditional quota-driven sales culture.

The sales team is now able to determine their own personal closing ratios and training needs in order to be more proactive in an independent sales culture.

