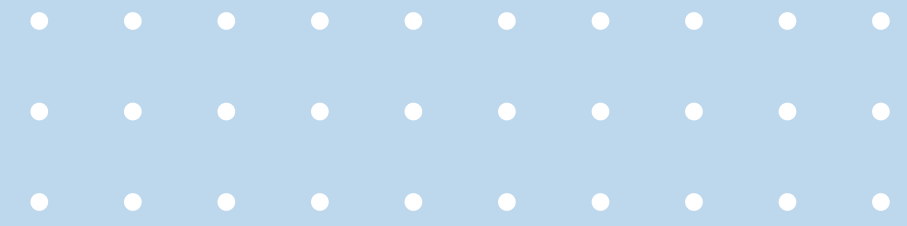


pivottry co.



BREAKING THE BOTTLENECK

Streamlining Operations for Rapid Growth

www.PivotryCo.com

CLIENT OVERVIEW

Ryland Homes, a national homebuilder, faced significant delays in their sales-to-delivery timeline within the Twin Cities market.

While homes were selling quickly, the Design Center process caused bottlenecks, frustrating customers and delaying revenue recognition.



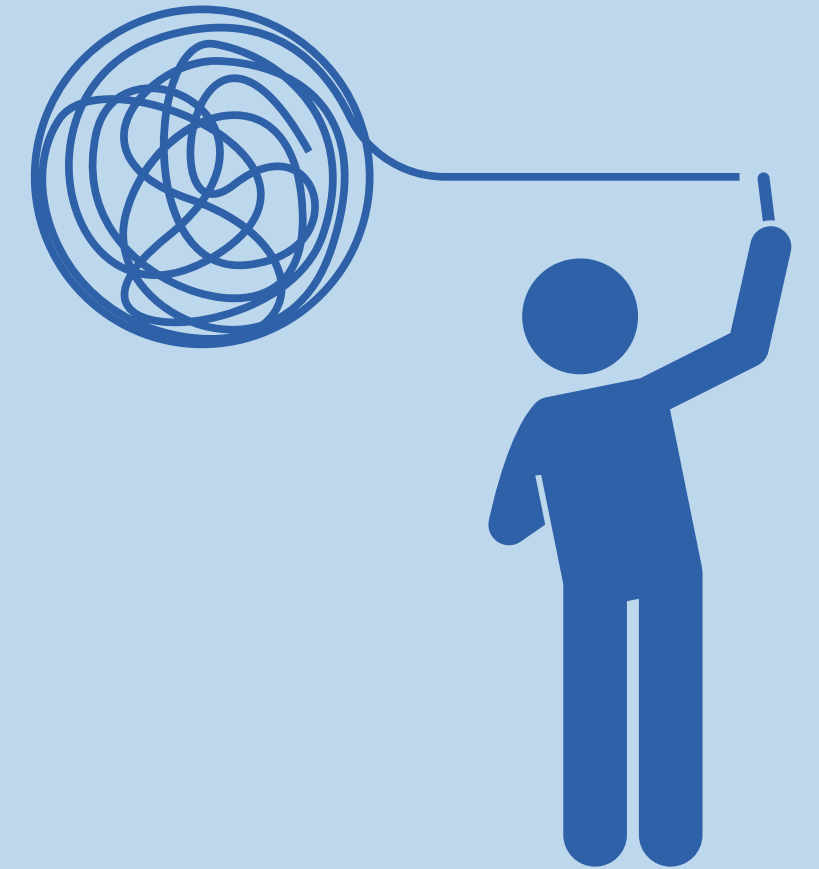


Strong Sales Performance Was Hindered By

- **Overwhelmed** design consultants lacking structured workflows.
- Extended buyer decision **timelines**, exceeding selection deadlines.
- **Poor communication** between sales, design, and construction teams.
- **Missed revenue** targets due to delayed home deliveries.



If left unaddressed, these inefficiencies risked damaging brand reputation, increasing carrying costs, and reducing customer satisfaction.



THE PROBLEM

THE SOLUTION



Sales Audit

Process Mapping and identified friction points from contract to completion.



Training

Cross-Department Training & Workflow Optimization.

Pre-educated buyers and streamlined interdepartmental handoffs.



Execution

Implemented tools and processes to monitor and improve efficiency.

Improved department communications and resulting customer satisfaction.

PROCESS MAPPING

BRIDGING GAPS

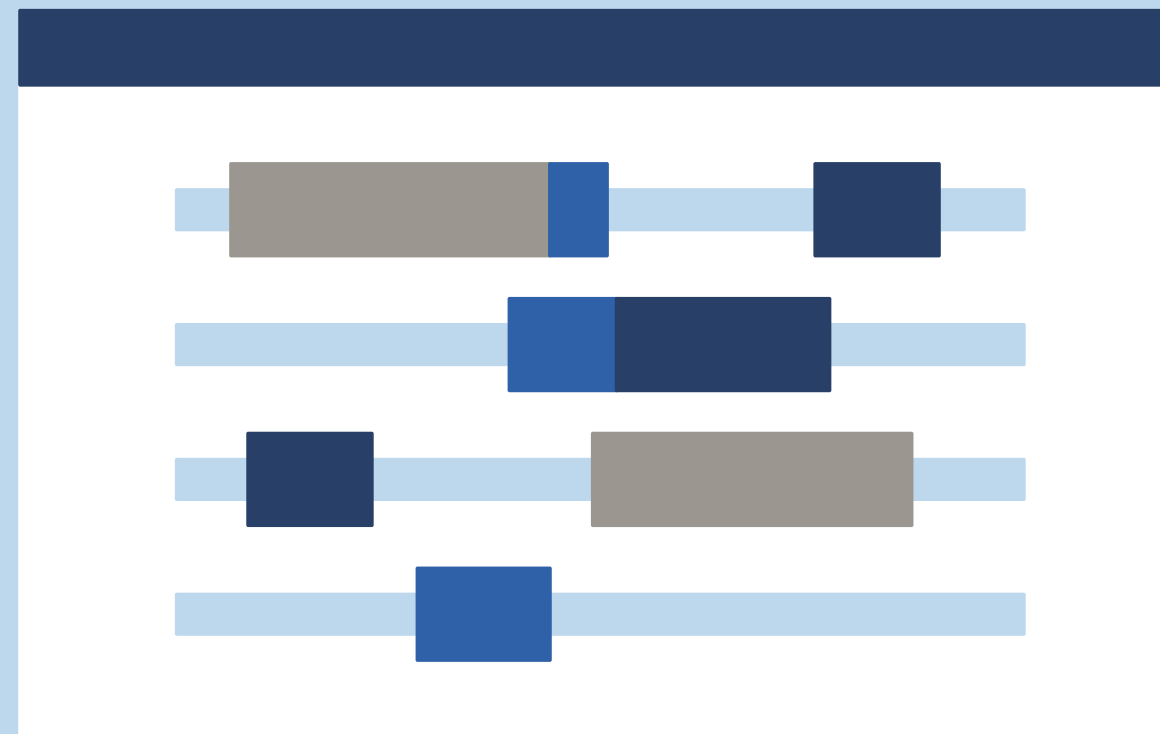
Conducting interviews with sales reps, design consultants, purchasing departments, and vendors to uncover key pain points.

CUSTOMER JOURNEY

Identify the customer journey to map the timeline deliverables from contract to build completion.

DEADLINES

Implement a Design Center Customer Timeline to keep decision-making on track, educate buyers about the process, and increase accountability.



25%
decisions are
data-driven

3 TIMES
faster avg.
appointment

90%
value increase
to customer

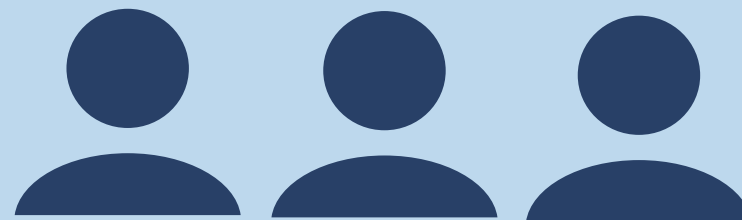
TRAINING

SALES REPS

As the first point of customer contact, sales reps are the front line of customer education. Improve handoffs to other departments.

CUSTOMER HOMEBUYER

Create educational material, timelines, expectations and actively engage the customer in the process.



DESIGN REPS

Showcase the homebuyer selections in a popular yet limited set of choices. Allow one visit, within set timeline, but advise in advance the cost of additional appointments to design center.

VENDORS & PURCHASING

Reduce custom orders, set a fee for bids on custom requests,, continue to update/rotate popular and available selections.

RESULTS

INCREASED

Design Center throughput increased by 40%, by reducing material selections and streamlining paperwork between departments.

40%

REDUCED

Delivery time of completed home reduced by 6 weeks. Design center changes to process and procedures rippled through all departments for increased productivity.

6 WEEKS

IMPROVED

Customer satisfaction and experience improved by 60%. Winning a JD Powers award for Best Design Center in the Twin Cities.

60%

WHY CLIENTS CHOOSE PIVOTRY CO.

Pivotry Co. doesn't just train sales teams—we eliminate sales bottlenecks across the entire revenue chain. By identifying inefficiencies, aligning cross-functional teams, and implementing data-backed solutions, we help clients turn strong sales into realized revenue."

Ready to break your bottlenecks? Let's Talk.

Sarah Dippen

CEO | Principle Sales Consultant

