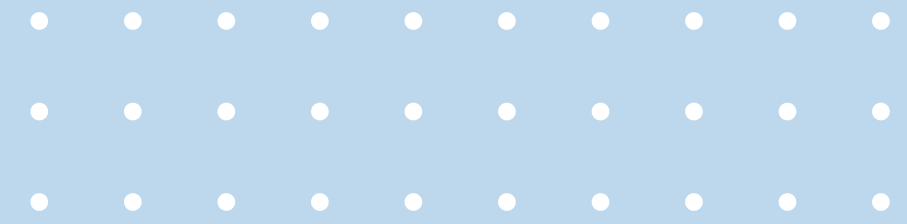


pivottry co.



# REBUILDING A MARKET

Reviving a Sales Territory

[www.PivotryCo.com](http://www.PivotryCo.com)

# CLIENT OVERVIEW

Sysco, a leading foodservice distributor, faced a total market collapse in Eau Claire, WI, after three consecutive sales reps resigned, taking nearly all accounts with them to the competition.

Pivotry Co. was engaged to urgently rebuild the market, regain lost business, and ensure long-term stability.



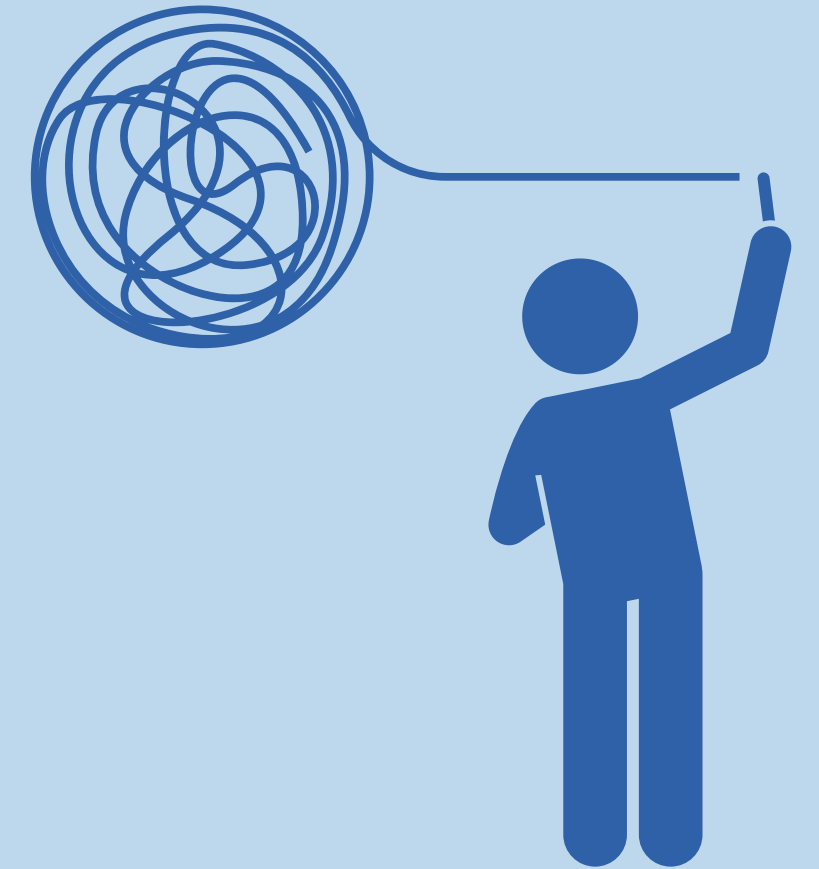


## Sales Territory Faced Significant Challenges

- **Zero** customer retention, accounts had switched to competitors.
- **Damaged** brand trust and client relationships
- No active sales pipeline, **no sales staff** or new business efforts.
- Demoralized regional team and **low confidence** in recovery efforts.



Without immediate intervention, sales risked long-term market loss and revenue decline.



# THE PROBLEM

# THE SOLUTION



## Sales Audit

Sales Territory  
Reconstruction.

Shifted the  
approach from  
reactive to proactive  
outreach.



## Training

Trust-Based  
Relationship Selling.

Developed a  
credibility-focused  
messaging  
framework.



## Execution

Sales Team  
Optimization.

Provided corrective  
training and  
secured long-term  
talent placement.

# PROCESS MAPPING

## QUICK WIN

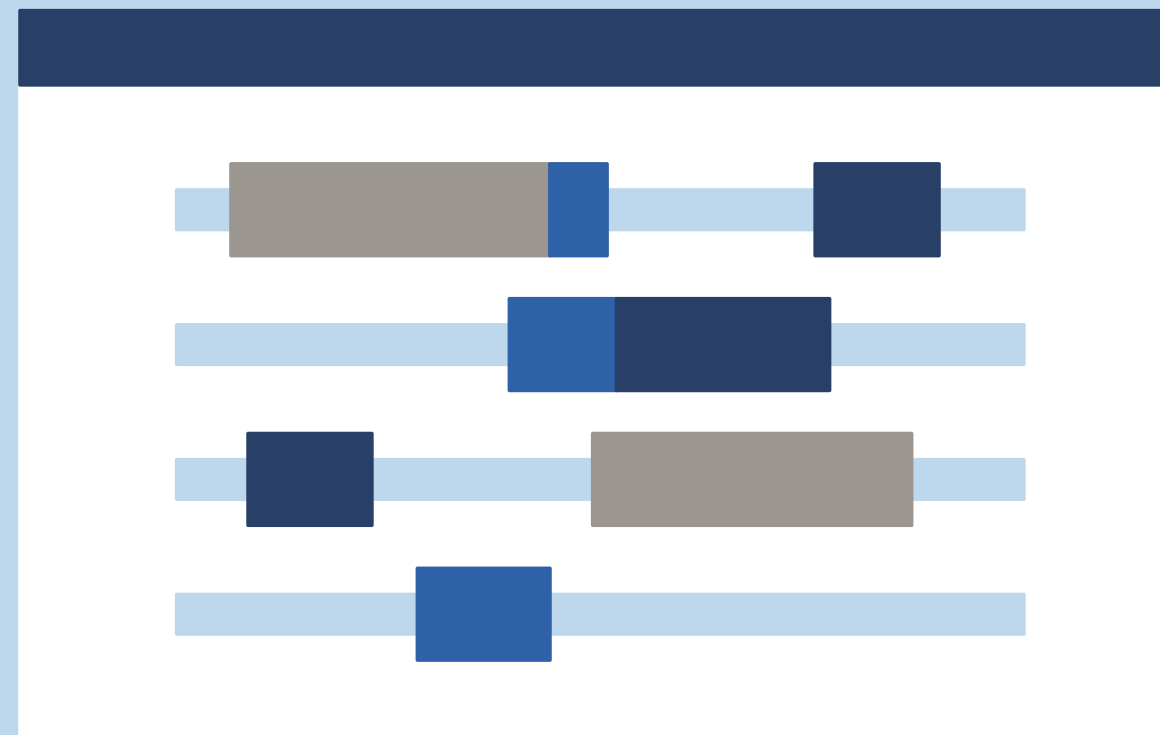
Identified quick-win accounts—clients dissatisfied with competitors and open to returning.

## MARKET ANALYSIS

Conducted a comprehensive market analysis to assess customer losses and competitor strengths.

## MESSAGING

Developed re-engagement scripts addressing buyer concerns and differentiating Sysco.



**20%**  
reduction in  
customer churn

**65%**  
accounts  
recovered

**100%**  
leadership  
visibility

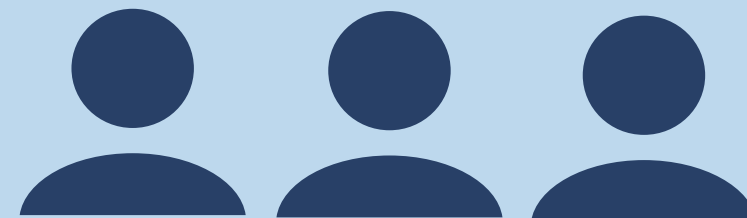
# TRAINING

## SALES OUTREACH

Launched a personalized outreach campaign emphasizing the company's strengths (pricing, reliability, availability).

## CUSTOMER PAINPOINTS

Engaged with lost customers to learn more about customer pain points, leading to areas of opportunity for enhanced focus.



## TRUST BUILDING

Trained sales reps on trust-based, solution-oriented selling techniques.

## INTERNAL PARTNERSHIPS

Help the sales team to better understand their own internal departments and how to communicate problems effectively.

# RESULTS

## AWARD

The sales team won #1 sales district in the company by not only recapturing lost business but in growing new sales.

**#1 DISTRICT**

## REDUCED

Churn rate dropped to an all time low, resulting in a stablized market.

**20%**

## RECOVERED

65% of lost accounts recovered within 12 months.

**65%**

# WHY CLIENTS CHOOSE PIVOTRY CO.

Losing a sales territory isn't just about lost revenue—it's about rebuilding trust, restructuring teams, and preventing future failures. Pivotry Co. provides a full recovery roadmap, ensuring clients reclaim lost ground and build long-term market dominance.

*Ready to revive your market? Let's connect.*

**Sarah Dippen**

CEO | Principle Sales Consultant

