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## How Span the Chasm's **Talent Management** service stabilized and set the stage for growth

### Client Summary and Challenges:

**CineMassive**, a premier producer of high-performing video wall systems, lost their VP of Sales unexpectedly midway through the year, putting their pipeline and growth plans at risk. With the bulk of their sales happening in Q3 and Q4, there was an immediate need to stabilize and grow their pipeline. In addition, CineMassive had a large product launch planned for the following year. Their sales teams needed to be in the field and producing immediately.

Steve Keck at Span the Chasm was chosen by CineMassive due to our experience transforming front line sales teams. Span the Chasm's Talent Management service brought a clear understanding about the current capabilities of the sales team, and designed a matrix for benchmarking all future talent.

Span the Chasm's comprehensive Talent Management service uncovered several challenges:

- Not all members of the sales team were qualified to manage the complex sales process
- They lacked a cohesive sales process in place to support the team
- Half of the sales team was below 50% YTD of their sales goal well into Q3
- A hiring process was missing to identify the right candidates
- An undefined culture made it difficult to sell candidates into the organization

### Solution:

Through our **Talent Management** service of Assessments, Analysis and Consulting, we were able to put CineMassive on track for hypergrowth.

- ✓ *Map the capabilities of the entire sales team with real data*
- ✓ *Test every sales candidate against top sales team*
- ✓ *Establish "Aggressive Curiosity" as a core cultural dynamic of the organization*

Our answer was the implementation of our Talent Management service, where we **developed an effective hiring process, established sales management goals, and uncovered core cultural dynamic impacting sales and branding language.** We were able to eliminate the bad hires

within 60 days, double the sales team with talent that was an “order of magnitude” above the current team, as well as identify and hire a top sales manager.

**Results:**

***Engaging Span the Chasm’s Talent Management service resulted in Pipeline growth by over 60% in the first two quarters of 2019.***

The organization successfully navigated from “sitting on a time bomb in our sales team” to a co-founder exclaiming, ***“I have never been more excited about the future of our sales force than I am right now!”*** The organization moved from disorganization to process. They were able to capture both **sales growth of their current product set** as well as **successfully managing a new product launch.**

“After our Sales Manager abruptly resigned in Q3, Steve quickly stepped in and helped our sales team keep their pipeline on track. We closed out our year strong and Steve helped us find an exceptional new Sales Manager.”

**David Minnix**  
**CEO CineMassive**

**Span the Chasm Services Engaged:**

- ✓ Talent Management
- ✓ Consulting and Analysis
- ✓ Fractional Sales Management