



MPS Case Study: Fortune 100 Consumer Products Company

A sales executive with a large sales force, many of whom are based in the field, wants her team to find more time to spend with customers. E-mail overload, too much administration time, and no system for ensuring focus on objectives takes time away from this goal.

This executive heard about and purchased a copy of *"Take Back Your Life! Using Microsoft Outlook to Get Organized and Stay Organized"* by Sally McGhee. After reading the book, the executive contacted McGhee Productivity Solutions to arrange for a pilot program for training their sales force.

Strategy

The customer worked with MPS to design a pilot program in one division to train the sales force on:

- Focusing on clear and actionable objectives
- MPS tools and methodologies, including the MPS Workflow Model and the MPS Four D's for Decision Making
- Using key features of Microsoft Office Outlook to increase their productivity
- Building and using the MPS Integrated Management System

MPS then developed an implementation strategy, consisting of:

1. The initial pilot training session with key stakeholders on the sales team for buy-in and support
2. A 45-minute presentation to the entire sales force to kick off the initiative and generate enthusiasm
3. Distribution of *"Take Back Your Life!"* to each member of the sales team
4. Working with one member of the team prior to rollout to learn more about the corporate culture and processes so that course content can be customized
5. Rollout of training seminars to field locations

Results

As part of our standard process, the MPS Executive Consultant worked with the client to measure productivity before and after the consulting engagement. Six weeks following the consulting work some of the results reported include:

- 6.5 more hours per week spent on activities directly related to objectives
- 32% less time spent "doing e-mail"
- 63% decrease in the number of messages in their e-mail inbox
- 18% less time spent looking for information each day
- 30% improvement in perception of work-life balance
- 28% increase in their satisfaction level with Microsoft Office Outlook

According to a senior executive within the division:
"We have worked extensively with McGhee Productivity Solutions to learn how to manage our time and actions towards achieving our business objectives. Using their models and protocols and Outlook as a tool has helped us keep these objectives 'top of mind.' Our sales force now has more time to focus on our customers and spends much less time bogged down in administrative detail — which drives our organization to outstanding performance and results!"

McGhee Productivity Solutions can help your organization achieve the same kinds of productivity increases. For more information, visit us at www.mcgheeproductivity.com, or contact us at (360) 387-5012 or info@mcgheeproductivity.com.