

Building High-Performing Teams

C H A L L E N G E

To develop a high-performing strategic account team.

A C T I O N S

- Recommended and designed a strategic account team meeting to break down barriers between the external account team and internal design and delivery teams and build team cooperation.
- Facilitated monthly and quarterly sales and marketing meetings to continue building team cooperation, develop sales strategies and design solutions for over 100 opportunities, including sales incentives, meetings, research, productivity initiatives, product launches and communications campaigns.
- Developed a project-tracking system to monitor funnel and sold projects.
- Led cross-functional teams in project design, definition and delivery.
- Implemented traveling awards to recognize team members for extra effort or continuous good work.
- Mentored and coached team members.
- Facilitated conflict resolution.



R E S U L T S



- Improved team morale and cooperation.
- Increased revenue 16% from \$3.2 million to \$3.7 million.
- Grew revenue from a second strategic account company to nearly \$4 million from \$0 in 3 years.

