



SOUTHWIRE

We Deliver Power...Responsibly

AFTERBURNER

CASE STUDY



BACKGROUND

Southwire is North America's leading manufacturer of wire and cable used for the distribution and transmission of electricity. Southwire is composed of seven distinct internal divisions all focused on a specific segment in order to ensure that the customer's needs are being met quickly and efficiently. The company's distribution reaches world-wide in the supplying of electrical wire and cable to both homes and businesses alike.

Southwire faced typical organizational issues and lack of direction internally. Leadership was convinced that the Afterburner methods of Flawless Execution could improve the performance of their sales team and overall strengthen the company as a whole.

RECOMMENDATIONS

Afterburner partnered with Southwire's regional VP to provide leadership over a customized six week implementation of FLEX sales applied to the Southwire customer base through a combination of training which included planning and debriefing events, X-GAP meetings, and side by side hands on training with Afterburner facilitators and key Southwire members.

PLAN

- Application of the Six Steps of Combat Mission PlanningSM to develop an executable plan to refine the intervention processes

BREIF

- Learn and practice the vital pre-execution step that ensures team alignment and understanding of tactical expectations, and allows for last-minute clarifications

EXECUTION

- Integration of the Task SaturationSM-combatting tools of X-GAP meetings and Mutual Support to maintain execution rhythm

DEBRIEF

- Learn and practice STEALTHSM Debriefing and transfer the Lessons Learned derived from these Debriefs to create a cycle of continuous improvement





RESULTS

Afterburner was able to create a plan that leaders could execute efficiently that embraced the tools of Flawless execution. Southwire sales associates adopted the culture of briefing and debriefing which substantially improved their sales process internally and externally. In one division, associates were four for four in their sales process because they debriefed every time. They exceeded their 10% sales goal increase for the entire year within just one month of sales due to the Afterburner training. Afterburner hopes to expand its success throughout all of Southwire's divisions in order to produce similar effects.

