

Interim MD UK Oil Distribution Turnaround

Background

Client brief was to turn around a failing region in oil distribution to ready whole company for sale. Region suffered from a poor level of management and direction and a de-motivated sales team

Ability to Integrate into Client Company

Quickly identified reasons for poor performance as: Poor direction from management, De-motivated personnel
Lack of attention to fluctuating oil purchase prices. Selling prices to consumers being set, up to 4 – 5 days prior to purchasing oil from port.

Impact on Business

Actions taken: Daily and weekly sales targets set and shown on display board in sales offices, Successfully negotiated long term supply contract with agricultural buying groups. Re-structured sales teams giving each sales team targets and bonus scheme. Monitored oil port prices and adjusted consumer selling prices three times per day, adjusting sell price to suit purchase price

Reduced delivery lead times from receipt of order to delivery from 5 days to 24 hours

Achievement of Objectives

Within 3 months:

Overall sales up by 26%

Profitability up from 2.3% to 6%

Sales staff motivated

Other Comments

Retained after acquisition was completed to project manage integration into vendor plc

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