



BUILDING A SCALABLE SALES STRUCTURE THROUGH REGIONAL LEADERSHIP

MEMBER: COBURN SUPPLY COMPANY, NEW ORLEANS, LA

FEATURED LEADER:

Wes Swank, Division Manager

CHALLENGE:

To lead across five states, Coburn Supply needed a structured approach to salesforce direction, training, and communication. There was no unified channel to align product knowledge and sales strategies across locations.

SOLUTION:

Wes used his capstone project to design and implement a new **Regional Sales Management structure**, installing five Regional Sales Managers (RSMs) to support inside and outside sales teams. With key insights from the **Leading Change Management** module, he guided a 120-day onboarding process to integrate these leaders as subject matter experts and team mentors.

LOOKING AHEAD:

Wes is focused on continuing to grow the division and expanding Coburn's footprint into new markets.

WHAT MEMBERS ARE SAYING ABOUT THE MDM PROGRAM:

"The ASA MDM program is well laid out. The monthly cadence is just right, and I really enjoyed the open chapter discussions each month."

Wes Swank

Division Manager

RESULTS:

Full integration of RSMs across five states

Weekly team meetings, CRM usage tracking, and **initiative alignment**.

Organization-wide consistency through Monday morning Zoom calls led by regionals