

CAPSTONE



HIGHLIGHT



EMBRACING AI FOR SALES EXCELLENCE

MEMBER: APR Supply Co., Lebanon, PA

FEATURED LEADER:

John Crognale, Regional Branch Manager



CHALLENGE:

APR Supply Co. sought to modernize its sales processes, moving away from traditional methods to embrace digital solutions. The aim was to increase efficiency and drive revenue.

SOLUTION:

Program to prepare for executive leadership. A key takeaway was the Change Management module, which helped refine his capstone project strategy. His project, titled **"The Future of Sales: Embracing AI as a Catalyst for Sales Excellence,"** focused on using AI to streamline the sales process.

RESULTS:

70% Increase in Sales Tool Adoption:

Reflecting significant buy-in from the sales team.

Enhanced Efficiency: Reduced time sales reps spent searching for information.

Revenue Growth: Improved sales processes contributing to increased revenue streams.

Company-wide Implementation: AI-driven systems are now part of daily sales and management routine.

WHAT MEMBERS ARE SAYING ABOUT THE MDM PROGRAM:

"The MDM program elevated my leadership skills through collaboration with industry peers who shared my challenges and ambitions. The program's blend of distribution-specific knowledge and practical leadership tools gave me both the confidence and capabilities to implement innovative solutions at APR Supply."

*John Crognale
Regional Branch Manager*