

## Client Background

Zodiac Pool Care specialises in pool and spa maintenance products. Zodiac is a world leader in aquatic care, pool products and supplies and has brands such as Barracuda.

## Problems and Challenges

Zodiac enjoyed a “free ride” in the Australian housing boom – their products were highly sought after during that time even though they didn’t have an integrated sales and marketing strategy in place.

### Key problems:

- The sales and marketing teams were in a constant “tug-of-war”
- The marketing department followed a different sales strategy to the sales department. This resulted in a number of failed campaigns
- Zodiac was struggling to maintain its position as the leader in the category. This was partly due to the lack of synergy between the departments.

## The Brief/Objectives

- Mend the relationship between the sales and marketing departments
- Develop strategies for synergy between sales and marketing
- Help revive the 2005 summer marketing campaign.

## Discover Performance Solution

### Research:

- Interviewed the sales and marketing teams separately
- Interviewed Directors and Human Resource Managers regarding the conflict
- Analysed previous sales and marketing strategy
- Used the Myer-Briggs Type Inventory tool to analyse personalities in the sales and marketing teams.

### Delivery:

Discover Performance consultants organised a day-long workshop with the objective of improving the relationship between the departments.

### The workshop involved:

- Team simulations in which both teams worked together to achieve objectives and results
- Meeting facilitation to surface and acknowledge concerns from each team
- Work together to develop an action plan for workplace functionality.

As a result of the meetings and experiences of the day, a sub-team was developed to act as a bastion of communication between the divisions.

### On-going strategies:

As a result of the success of the workshop, Discover Performance was asked to become a long-term partner of Zodiac Pools. Discover Performance ran off -site marketing planning and development days, where the marketing team worked alongside the sales team to devise a strategy and plans for future campaigns.

### Results:

- An understanding of different personalities as summarised by the Myer-Briggs tool allowed better communication, functionality and constructive interaction between the teams
- The teams were able to work together synergistically towards a common purpose and goal
- The 2005 summer campaign was the most successful marketing program by a business in the pool supplies industry to date – winning awards from the Australian Promotion and Marketing Association

### Words From the Client

“The program enabled us to rapidly boost our senior sales management skills and increase sales. Together we implemented systems that will continue to reap sales performance benefits and boost team energy for years to come!”

**-Simon Roy, Vice President of Sales and Marketing, Zodiac Pool Care**