Customer Success Story:

# Standard Filter Corporation

How fractional sales leadership helped a long-standing team build structure, accountability, and new momentum.

## About Standard Filter Corporation

Standard Filter is a second-generation, family-owned manufacturer providing high-quality industrial filtration products to customers across North America. Known for its long-tenured sales team and strong customer relationships, the company had reached a point where it needed new processes and leadership to keep pace with its growth ambitions.

## The Challenge: Balancing Growth and Leadership

For years, owner **Toby Wilk** managed sales himself by default. The team met monthly and operated independently—effective, but not enough to support the company's expanding goals.

> "I couldn't justify a full-time sales leader, but managing the team myself was pulling me away from managing the business. We needed someone who could mentor, coach, and bring day-to-day consistency."

As the company set stronger growth targets, it became clear that sales needed greater focus, accountability, and strategic direction.

## The Decision: A Practical Step Toward Change

Toby had heard about the value of fractional leadership through his CEO peer network and began exploring the idea for sales. After a simple online search, he discovered **Sales Manager Now** and quickly connected with founder **Rene Zamora**.

> "The transparency impressed me," he said. "The pricing was clear, the process was simple, and there was no song and dance. It felt like a partnership from the start."

The fractional model offered the right balance of experience, affordability, and flexibility—an opportunity to strengthen sales leadership without overextending resources.

## The Approach:
### Building Structure and Confidence

Once engaged, the fractional sales leader began meeting regularly with each salesperson to understand strengths, challenges, and goals.

Early priorities included:

- Establishing a **consistent team and one-on-one meeting cadence**
- Introducing **measurable KPIs and dashboards** to track performance
- **Coaching and communication** to align the team and leadership
- **Reinforcing accountability** and a growth-minded culture

The new structure built on the team's strong foundation of customer relationships while expanding outreach through lead-generation support—allowing salespeople to focus on nurturing and closing opportunities.

## The Results:
### Accountability and Growth Momentum

Within months, the company saw noticeable progress.

> "In a single word, the difference is accountability," Toby shared. "We now have clear structure, metrics, and visibility across the team."

### Key Results

- Established structure and measurable accountability
- Improved team alignment and sales visibility
- Freed leadership time for strategic priorities
- Positioned the company for long-term growth

Toby also gained back valuable time.

> "I needed to invest some time up front, but it's paid off in dividends. Our sales leader now carries the day-to-day load, and I can stay focused on bigger priorities—and even take a vacation and truly enjoy my time off."

## The Outcome:
### A Stronger Path Forward

With clear goals, dashboards, and an engaged sales team, Standard Filter is positioned to sustain and accelerate growth in the years ahead.

> "This partnership validated what I hoped was possible," said Toby. "It's taken time to evolve the culture, but we're seeing the results. My advice to other owners? Don't wait!"

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