



## Customer Success Story: Top Tec Event Tents

Building Structure and Alignment for Sales Momentum

### Company Overview

TopTec Event Tents is a leading U.S. manufacturer of high-quality tents for the special event industry. Since 1986, they've built a reputation for delivering durable, reliable, and visually striking tent systems.

Operating out of a 140,000-square-foot facility, TopTec combines innovative design, consistent manufacturing, and hands-on customer training to support event rental companies nationwide. Their tents have set the stage for everything from backyard celebrations to high-profile corporate events.

### The Challenge

Like many growing businesses, TopTec's sales team was juggling a lot — managing customers, updating the CRM, handling follow-ups, and keeping up with internal meetings.

They also operated under a “player-coach” model, where a senior team member balanced selling with leading. The intention was right, but the structure made it hard to step back and build consistent processes or a longer-term plan for growth.

### The Solution

By bringing in a **fractional sales manager**, TopTec gained experienced sales leadership focused on building the structure, discipline, and alignment needed to scale — while freeing company leadership to focus on broader strategy and growth priorities.

Key actions taken:

- **Established accountability systems.** Implemented time-stamping, due dates, and progress tracking to make priorities visible and commitments clear.
- **Redefined roles.** Clarified responsibilities between inside and outside teams to reduce overlap and improve collaboration.
- **Introduced communication rhythm.** Created a steady cadence of weekly, agenda-driven meetings and monthly 1:1s to improve focus and connection.
- **Clarified goals.** Developed individual sales plans tied to company-wide objectives to create alignment and direction.

These changes provided a foundation for consistent performance management, stronger collaboration, and a more connected sales culture.



## The Impact

In the words of a senior sales leader, “You’ve challenged us to act like a big company.”

With new systems and structure in place, the sales team is now more aligned, efficient, and confident in their approach.

Results:



**Stronger collaboration.** Inside and outside sales now operate as one team, improving customer responsiveness and efficiency.



**Greater alignment and ownership.** Each team member understands how their goals connect to company growth, creating accountability and engagement.



**Improved customer data and follow-up.** Better visibility has led to faster responses and stronger service continuity.



**Faster problem-solving.** Clear communication channels and role clarity enable issues to be resolved quickly, keeping momentum high.

The team has shifted from reacting to daily demands to proactively driving progress—working together with a shared sense of purpose and continuous improvement.



## Customer Perspective

“We may not be big enough for a full-time professional sales manager, but a fractional sales manager with only one focus provides the disciplined, structured approach smaller companies often can’t maintain on their own. A fractional manager with **100% focus is far better than a full-time manager with only 25% focus.**”

- **Jon Cignilo**  
President of Meyco Products  
(TopTec parent company)



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