

BUSINESS OUTCOMES - CASE STUDY

# Increasing annual sales by 13% using The Predictive Index® with Gordon Food Services

## The Company

Gordon Food Service (GFS) is North America’s largest privately-owned food distribution company with 7 divisions spanning across Canada. Operating in the foodservice industry, GFS is responsible for delivering produce, plate ware and furniture to restaurants and food establishments nationwide. As a leader in this industry for more than 115 years, GFS continues to serve their clients with the same commitment that began in 1897.

### INDUSTRY

Food Service

### EMPLOYEES

10,000+

### GLASSDOOR RATING

3.8

## OPPORTUNITY

Before Danna Dunnage moved into the role of President of GFS British Columbia, she led the national sales team for five consecutive years. The sales organization had previously been using PI, but never fully employed the tool as part of HR protocol. Following the economic recession, her team was seeing plummeting sales numbers. As Danna recalls, “when times are good, you ignore your problems.” Impacted by the declining sales, Danna questioned whether GFS really had as strong of a sales team as they had thought.

## SOLUTIONS

To address these issues, Danna decided that she needed to determine if GFS was putting the right people in the right roles. If she could determine the key factors that were responsible for successful revenue generation, she could better use the Predictive Index to identify top sales talent for her team and thus stimulate business growth.

Danna implemented the Predictive Index Behavioural Assessment®, as delivered by Certified Elite Partner Predictive Success, in partnership with the Learning Indicator assessment for all candidates applying to GFS in British Columbia. Following the successful implementation of PI and LI, Danna introduced the CFS (Customer-Focused Selling) training program.

Since implementing PI, LI, and CFS, **Gordon Food Service has been able to create better “fits” for placing people in their positions and has seen an increase in sales by 13%.** They have also dramatically improved engagement levels and cross-organizational communication with the help of customized PI workshops.

✓ **13%**

Increase in sales since implementing CFS

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I fully believe in PI and what it can tell you about people. It takes away all your biases and allows you to hire the right profiles for the right roles.



**Danna Dunnage**

President  
GFS British Columbia

