

BUSINESS OUTCOMES - CASE STUDY

Calix grows revenue by 25.52% and increases profit margin by 654% with The Predictive Index® led by Michael Weening, VP of Field Operations

The Company

Michael Weening is the President and Chief Operating Officer at Calix. The company is a national organization working in multiple languages in each province across Canada. Mr. Weening was brought into Calix to transform and improve the organization. Michael has used Predictive Success to help achieve these goals.

CHALLENGES

Mr. Weening expressed how significant it has been to have access to concrete data, which serves as evidence of the changes that using Customer Focused Sales training and the sales test SSAT. "What we've done is test out the specific capabilities of the SSAT and then at the end of the year we retest it to ensure that it had an impact. And it did! In our first year we had a **11.25% increase in sales proficiency**. We have done everything very openly with everyone so that they could understand one thing, that we are investing in them so that they can be successful. We do believe that by investing in our sales organization and the individual that we will raise their performance and therefore raise the entire organization."

SOLUTIONS

Mr. Weening has had the opportunity to work with the Predictive Success team in previous roles. When Michael joined Calix he furthered his use of the Predictive Index, as administered by Predictive Success, to understand who the existing people were within Calix, their proficiencies, and how were they fitting in their roles. Then, while recruiting some of their new leaders, he wanted to make sure they had the right fit from both a proficiency standpoint and also from an organizational culture point of view. With this process they smashed targets and have increased revenue by 25.52% year-over-year. In March 2022, Calix was chosen by Forbes as one of the top 50 companies on its 2022 list of America's Best Mid-Sized Companies. Mr. Weening had this to share in the press release: "**Success is all about people. Our award-winning culture is due to our team members adopting the better, better, never best mindset to improve personally and as a team.**"

INDUSTRY

Information Technology

EMPLOYEES

800

GLASSDOOR RATING

4.7

25.52%

Increase in revenue while using The Predictive Index system®

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One of the things we've enjoyed working on with Predictive Success is the dashboard. It's a great way for us to look at our sales organization and how we have evolved over time.



Michael Weening

President & COO
Calix

