



Case Study

How Robert Dietrick Company Accelerated Deal Velocity, Cleaned Up Its Pipeline, and Built One Aligned Sales Team with BZSOS



Robert Dietrick Company (RDC) is a privately held, family-owned industrial solutions provider founded in Indiana in 1969. Now in its third generation of leadership, the company operates from its Fishers, Indiana headquarters across five Indiana branches. As Director of Sales Tanner Steel puts it, RDC exists to “keep businesses moving forward,” solving problems at the loading dock and inside warehouse and production facilities.

RDC runs a manufacturer’s-representative and distributor hybrid model: rather than manufacturing, it represents leading equipment lines — anchored by Rite-Hite dock-and-door products — and layers services on top, managing solutions from concept through completion. Its customers are B2B facilities: warehouses, distribution centers, and manufacturing plants. That model spans four revenue streams:

- **Product sales** — representing and reselling equipment lines
- **Installation & construction** — managing projects from survey to installation



- **Service & repair** — factory-trained, certified technicians with 24/7 support
- **Recurring contracts** — preventative maintenance plans plus RDC Digital, a Salesforce-based customer portal

The company pairs a deep, well-earned culture — recognized as a 2026 Best Place to Work in Indiana and a Central Indiana Top Workplace, with an industry-leading 0.6 safety EMR — with an explicit vision to be a full-service industrial solutions provider across the Midwest. Its sales team spans a wide range of tenure and experience, from brand-new reps in the field to sellers who have been closing deals for 30 years, working complex opportunities across multiple territories.

RDC is also in a period of fast growth, hiring heavily across the team. As Bo Dietrick puts it, RDC is hiring a ton — and BZSOS helps them go faster, getting new reps productive on a shared system instead of leaving each one to find their own way.



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The Challenge

A strong team — but every rep ran their own playbook.

RDC didn't have a talent problem. It had a consistency problem. Across a large sales team, individual styles and strategies never added up to one shared way of selling.

“The Blind Zebra Sales Operating System was a little hard to understand at first — it was kind of foreign because nobody else is really doing it. Once I recognized it was meant to be the solution to a lot of the problems we were facing, it made sense. We lacked intentionality, and we were lacking consistency in how our large sales team all worked together.”

— Bo Dietrick, President, Robert Dietrick Company

The gap was showing up where it hurts most — with customers.

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— Bo Dietrick

At the time, RDC was dealing with familiar symptoms:

- Reps operating as **lone wolves on islands**, with little shared language or teamwork
- A CRM that was **messy and hard to trust** — “we put a lot of stuff in, we didn't take a lot of stuff out”



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BZSOS is not a software. It's a style and a philosophy and an operating system for your sales team to be working together.

- Forecasting that was **difficult to do**, with focus stuck on “the next last deal” instead of the future
- **Stalled opportunities** that lingered for weeks or months with no clear way to move them

And going in, leadership had a real concern: would the team actually adopt something new?

“Anytime you’re working with sales folks, you never know what you’re going to get. You’ve got people who lean in and people who are detached — the lone-wolf types. The yellow flag is you don’t know how culturally folks are going to embrace the tools, especially across different tenures. Are they just going to roll their eyes and walk out like some other sales training?”

— Tanner Steel, Director of Sales, Robert Dietrick Company

Plays in a playbook, installed one at a time.

Instead of a one-time training event, BZSOS rolls out as a system — one tool per month, run every day.

“A BZSOS tool is a monthly lesson your team learns about how to work with customers and work together better. These are really like plays in a playbook — so depending on the situation you’re in, you have a play for every situation, and you can proactively know what you’re going to do.”

— Bo Dietrick



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“A new rep who’s brand new in the field can use the same tools as reps who have been around for 30 years – just in a different way to get an impact.

“It’s not a single long block of training where you’re then put out into the wild to just remember everything. The system rolls out one month at a time, one tool at a time – so learning is happening constantly instead of all at once.”

– Bo Dietrick

Because the tools flex to the situation, a first-year rep and a 30-year veteran can run the same plays.

“A new rep who’s brand new in the field can use the same tools as reps who have been around for 30 years – just in a different way to get an impact. BZSOS has really taught us more how to fish than giving us a fish.”

– Tanner Steel

Less art, more process.

Part of why BZSOS took hold so quickly comes down to who RDC hires. Most companies chase the effusive, outgoing, gregarious seller – someone good at the art of selling. RDC did the opposite. It hired for process and detail orientation, then layered a sales process on top of an already process-minded team. BZSOS didn’t fight the grain of the organization; it matched it. The result speaks for itself: less art, more process.



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The Breakthrough: Deal Velocity

One simple tool, installed on the call — meetings booked within the hour.

In RDC's world, velocity is everything. One of the very first tools they installed — the Stall Continuum — proved the system worked before anyone had time to be skeptical.

“Stall Continuum is really tactical, simple, but not something a lot of people do consistently. We installed it on the call and tasked everybody to go try it on a handful of their stalled opportunities. Within the hour, reps were reaching back out — appointments were set, deals that had gone cold were back in action, meetings were on the calendar. We've now closed deals in different territories that had stalled or sat in the pipeline for a really long time — all because of one simple tool we implemented immediately. We didn't have to wait months or years.”

— Tanner Steel

Bo saw the same shift in how quickly stalled conversations came back to life.

“There's a play that helps when communication is at a stall point and you're not hearing back. Most humans in that spot just worry about what to do. Now there's a play in the playbook. We instantly saw conversations that used to take weeks or months start moving forward within days, because we finally had the language and the strategy to communicate better with customers.”

— Bo Dietrick



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“Instead of going into a month or a quarter where our CRM looks like the wild west, there are tools and formats that give us clarity into what’s real, what’s actually in our pipeline, and what we can look forward to closing.”

The result is a way of moving deals that RDC can repeat with confidence.

“There were definitely tools that helped us expedite the way we move deals through our funnel — in a way that’s repeatable, that we feel really confident in, and that we can deploy over and over again.”

— Tanner Steel

That repeatable movement adds up where it counts: bookings are up since RDC installed BZSOS.

Cleaner Pipeline, a Forecast You Can Trust

Faster deals only matter if you can see them clearly. BZSOS gave RDC the tools to clean up the CRM and finally trust what was in it.

“Before BZSOS, our CRM was pretty messy — that made forecasting really hard to do. Now we’re running on a much cleaner, more trustworthy CRM where we can actually trust the data and keep people focused on what matters most: success for the customer.”

— Bo Dietrick

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Having them aligned, talking about the same problems and the same wins, has been a tremendous win.”

With a pipeline they could trust, RDC’s whole orientation to the future changed.

“Before BZSOS, we were focused on just closing deals and not worrying about forecasting. It has flipped us to believing we can be way more focused on the future — one month out, one quarter out, even one year out — instead of thinking every deal is the next last deal we need to close.”

— Bo Dietrick

From Lone Wolves to One Team

The tool RDC expected the least from — Pipeline Cleanout — became the moment its sales culture changed. Reps who had never collaborated started organizing themselves into ProdPods™.

“Three of our sales reps who never really worked together proactively scheduled a ProdPod™ to do Pipeline Cleanout — something that had never been a focus for us before. Having them aligned, talking about the same problems and the same wins, has been a tremendous win.”

— Tanner Steel

A shared language turned a group of individuals into a team — and the change didn’t stop at sales.

“Before, a lot of these reps lived on an island with a lone-wolf mentality. Now we’ve got teammates working in ProdPods™, working together not just on their own deals but improving as a team. We speak a more consistent



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“Our conversations with customers have really improved by giving our salespeople a new perspective on how customers want to be communicated with.

language internally. And you’ll hear people doing these things beyond sales — inside our operations group, our innovation group — latching onto that common language.”

— Tanner Steel

For customers, that consistency shows up directly in the conversations RDC has with them.

“Our conversations with customers have really improved by giving our salespeople a new perspective on how customers want to be communicated with. We feel like we’re delivering a superior customer experience.”

— Bo Dietrick

The Moment It Clicked

For Bo, the proof came in the energy reps brought back to the room.

“I knew BZSOS was working when our reps started coming to meetings with positivity, saying, ‘You won’t believe what I just accomplished using one of the tools.’ To them it almost felt like stumbling on the holy grail of sales knowledge. They’d been searching to solve that mystery for years, and suddenly they had the language and skills to perform at a higher level.”

— Bo Dietrick



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And the support from the Blind Zebra team, things like Huddle every year, feels a lot more relational and holistic than just a transactional sales training.”

And the yellow flags Tanner walked in with? Gone.

“Every time we go to install a tool, I see lights come on. I see people’s eyes light up and gears start turning. We’re not preaching – we’re giving people real-time tools that create real-time impact. All those yellow flags are gone.”

— Tanner Steel

The Biggest Surprise

For Bo, it was how much room there was to grow.

“My biggest surprise is how much we didn’t know that we didn’t know. As more tools surface, we keep learning new ways to take care of our customers that we hadn’t thought about before.”

— Bo Dietrick

For Tanner, it was watching reps become advocates – and how relational the partnership turned out to be.

“People you wouldn’t assume would jump into a sales operating system latched on and became advocates internally – for ProdPods™, Stall Continuum, Connector Meetings, play sheets. And the support from the Blind Zebra team, things like Huddle every year, feels a lot more relational and holistic than just a transactional sales training.”

— Tanner Steel



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It's an incredible set of tools and an incredible network of folks – well worth the investment in an outsized way.”

Advice for Leaders on the Fence

“Challenge yourself: if I try this, what's the worst thing that could happen – and what's the best? For us, the upside has far outweighed the downside.”

– Bo Dietrick

“One of the guiding principles is balance, and there are a lot of reasons in the world today to lean out. I'd say lean in. The way people want to be treated and want their problems solved is common regardless of industry or product. It's an incredible set of tools and an incredible network of folks – well worth the investment in an outsized way.”

– Tanner Steel

Bo's final word is a reminder of what BZSOS is – and what it asks of you.

“This is a knowledge resource. It's not going to do the work for you. But if you and your team are hungry and want to grow and perform at a higher level, this knowledge can unlock parts of your business you didn't know were there, waiting to be opened up.”

– Bo Dietrick



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“BZSOS is going to produce a new type of sales culture within your organization that you’ll be really proud of, and something you can protect and keep with you for a long time.”

Conclusion

For Robert Dietrick Company, BZSOS delivered what neither software nor traditional sales training had: a shared system for how selling actually gets done.

The impact:

- **Bookings up** since installing BZSOS
- **Faster deal velocity** — stalled deals reactivated within the hour; conversations that took weeks now move in days
- **A cleaner, more trustworthy CRM** and clear visibility into what’s real in the pipeline
- **Forecasting focused on the future** — a month, a quarter, and a year out
- **One aligned team** with a common language, replacing lone-wolf selling with ProdPods™ and shared wins
- **A more consistent customer experience**, no matter which rep a customer works with
- **Faster onboarding at scale** — a shared system that helps a fast-hiring team get new reps productive sooner

Most importantly, it gave RDC a repeatable way to sell as one team — and a culture the company can protect for years.

“BZSOS is going to produce a new type of sales culture within your organization that you’ll be really proud of, and something you can protect and keep with you for a long time.”

— Bo Dietrick, President, Robert Dietrick Company

