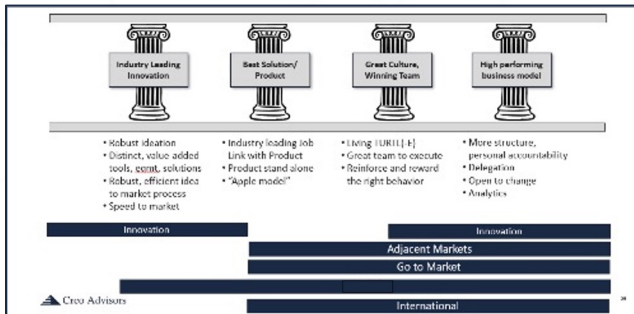


Crafted Go to Market strategy to grow 20% more than industry

Industrial Growth

Situation

- A middle market tool and test manufacturer with high growth sought to develop a strategy to increase their market share
- The company was profitable with 15% CAGR for more than decade
- Sales had been grown through through innovation rather than a go-to-market expertise
- Company's Salesforce was loosely managed and not utilized to its full potential
- Limited use of actionable data



Actions

- Developed a detailed data base of customer sales by product by customer for over 1,000+ customers
- Identified potential sales by customer and product
- Went on a roadshow to top 25 customers and built strategic relationships with key partners
- Elevated sales talent with an internal external model
- Created an effective incentivized sales commission system

Distributors List

Every pink box – Company 1 sells less than 2 units per store per year...

...yet Company 1 sells 7 units per store per year with Company 2

Results

- Client sales grew by 25% CAGR and 20% over the industry
- Captured significant market share
- Recognized as the category captain with key distribution partners
- Expanded and enhanced relationships with even the largest current customers
- Developed new customers

