



The Best Turnaround To Date

Problem

This client was in the machining business and was at real risk of closing. They had downsized from approximately 50 employees to 25 employees and the situation was looking pretty hopeless. In the past they had relied on recurring purchases from customers but the recession meant that many of these customers had gone out of business. The problem was that they needed to get new customers fast and simply could not make this happen.

Action

This particular case was a very challenging assignment to say the least. In effect we needed to completely restructure their marketing and selling methods with very little time or money available to accomplish this objective. If we failed they would likely close.

While this particular case had some difficulties it was ultimately a matter of asking, creating, and executing. The first thing we did was to survey a cross-section of their existing key accounts to ask what the key challenges were in their marketplace and what their target market would find desirable. This survey gave us valuable input about how to optimize the client's competitive strategy, lead offer, marketing communications channels, and marketing messages.

Once we had asked what was wanted the next step was to create the proper tools. This included a strong value proposition, strategy statement, tip sheets, sell sheets, scripting, and other assets. The third course of action was to put a structure in place that would allow the client to successfully access more key accounts in a highly structured and measurable way.

Once this was done we trained the sales staff on how to implement the key account program.

Results

In the first month their salesperson began closing sales. He began closing sales with large key accounts within 3 months. By the time he hit the 6 month mark he was told to get back into the shop as their production was maxed-out. Within 15 months they began construction to double the size of their plant. Their company is rapidly growing, they are hiring, and the turnaround has been a complete success. They received large multiples of return on their investment in our consulting services.

How We Can Help You Grow Your Company

Broadfield Consulting makes it easier for manufacturers and industrial (B2B) companies to increase profitable revenues by improving their marketing and selling methods.

If you are a manufacturing or industrial (B2B) CEO/business owner and you are interested in discussing how to improve your rate of profitable growth please contact Andrew Shedden at 705-876-0634 or at: www.broadfieldconsulting.com/contact-us/