



Client Case Study A3 Collaborative

Situation:

A3 Collaborative, a newly established architectural firm, was looking to drive market awareness and new business results. Their progress was being hindered by a lack of:

- Market and industry data
- A specific, targeted prospect profile
- A customized sales plan that was specific to each individual responsible for sales results.

Impacts:

- Time was being wasted by targeting prospects that had too many disparate prospect profiles.
- Owners lacked knowledge of individual market and industry sales potential.
- Low project quotes resulted in lower-than-desired revenue.
- Qualified referrals were not being generated.

Solution:

A3 Collaborative hired The Sales Matrix, Inc. to research market and industry potential and to select and purchase the contact information for prospects that fit the targeted prospect profile.

Results:

- A specific targeted prospect profile was documented.
- Contact information for the market and industry prospects that fit the profile was obtained.
- Optimism, excitement and greater passion toward the future were generated.
- A more focused sales direction and set of activities were established.
- Higher per hour sales productivity is now generated.

