



Case Study

Situation:

Belmont Equipment & Technologies a 45 year old machine tool and EDM supply company had faced two years of stagnant sales. The industry as a whole was down over 37%. The main contributing factors were:

- The increased commoditization of value added products and services.
- The loss of relationships when the decision making process moved from the engineers and project managers to the purchasing department and/or buying groups.
- The sales tactics used by the Sales Representatives in the past no longer worked.

Impacts:

- Decrease in overall revenues and margins for the organization.
 - Decrease in Sales Representative productivity.
 - Sales representative and operations staff apathy.
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Solution:

The owners of Belmont sought assistance from organizations that could stem the tide of the three main contributing factors listed above. They found that there were firms that could conduct market analyses or do sales recruiting, or provide “off the shelf” training programs but none that were able to provide all and customized to their market.

The search led them to The Sales Matrix, Inc. The only firm with the experience, depth, and results to deliver the entire sales solution needed.

- The sales strategies needed to successfully sell to the markets.
 - The staff needed to sell in these markets.
 - The design, documentation, tools, facilitation and reinforcement of the customized sales training program needed to sell in these markets.
 - The interim sales management capabilities to ensure the program’s success with the staff and in the market long-term.
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The Results:

- Belmont has a single methodology to its sales and marketing program.
- A newly educated and loyal client base less susceptible to commoditization of its products and services and a decrease in the impact of current or future economic downturns.
- Double digit increases in sales results while the industry as a whole continues to struggle.
- Annual revenue surpassing any other prior years results.