



Client Case Study ByTec, Inc.

Situation:

ByTec Incorporated was established in November 1985 to design, test and prototype electrical and mechanical components for the American automotive industry. Though the company experienced rapid growth initially, business had slowed by 1997. ByTec decided it needed to change its go-to-market strategy. Factors contributing to this decision were:

- The market share decline for the American automotive manufacturers;
- The increase in American OEM outsourcing to foreign suppliers;
- Lack of a proactive sales and marketing strategy, plan or approach

Impacts:

- Lack of knowledge and awareness of other industries contacts, applications and needs
- Dependence on a few customers controlling over 80% of revenue
- Risk posed by – and fear of – the financial and organizational impacts that would result if one customer reduced its business with ByTec

Solution:

ByTec management sought outside perspectives on how to develop and implement new go-to-market and sales strategies. At the end of 2007, ByTec partnered with The Sales Matrix to develop the proper strategies; identify, recruit and hire the right people; train on the strategies and skills needed, and implement the entire program. By May 2008, ByTec had realized the following results:

- Complete analysis and listing of opportunities in each targeted market and industry;
- Detailed go-to-market and sales strategies;
- Profiling for recruiting and hiring two additional sales engineers;
- Development of a customized sales training program that aligned with strategy and sales staff;
- Sales management program ensuring accountability towards expectations

Results:

- ByTec has a proactive, methodological approach to its sales and marketing program
- Sales opportunities have been generated in several new industries
- ByTec has more freedom to choose projects
- 300% growth of applications in engineering

ByTec inc.