



Case Study

Situation:

ByTec Incorporated was established in November 1985 to design, test and prototype electrical and mechanical components for the American automotive industry. Though Bytec experienced rapid growth initially, this trend did not continue past 1997. At this point, Bytec decided it needed to change how it was 'Going to Market'.

Factors contributing to this decision were:

- The market share decline for the American automotive manufacturers
- The increase in American OEM outsourcing to competitive foreign suppliers
- No 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 and fear from the financial and organizational impacts that would result from one customer reducing its business with Bytec

Solution:

Bytec executive staff decided to seek an outside perspective on how they could change their 'Go to Market' and 'Sales' strategies. Bytec realized they would not only need the proper strategy, but also assistance in implementing and managing the new strategy.

As Bytec got to know The Sales Matrix, it realized that it was a firm who could; develop the proper strategy, identify, recruit, and hire the right people, train on the strategy and skills needed for the new strategy, and implement all the above. Bytec decided to partner with The Sales Matrix at the end of 2007.

By May 2008, Bytec Incorporated had already realized the following results:

- Complete analysis and listing of opportunities in each targeted market and industry
- A detailed 'Go to Market' and 'Sales' strategy
- Profiling for recruiting and hiring of two additional Sales Engineers
- Customized sales training program that aligned with strategy and the sales staff
- Sales management program ensuring accountability towards expectations

Results:

- Bytec has a proactive, methodological approach to its sales and marketing program
- Sales opportunities and results in several new industries
- Stronger freedom to choose which projects Bytec will take
- Applications in engineering growth of 300%