



Case Study

Situation:

Control Systems Integrators (CSI) an 11 year old controls engineering company has faced three years of declining sales. The main contributing factors were:

- The sales process was reactive in nature – driven by the market – and shrinking
- Long-time relationships in the industry evaporated
- Lack of sales representative process change to changing market conditions

Impacts:

- Decrease in overall revenues for the organization leading to the first time ever layoff of staff members
 - Decrease in sales productivity as purchasing decisions were no longer made on prior work or relationships but solely on the ability to differentiate
 - Sales representative turnover and tens of thousands of dollars in payroll and millions in lost sales opportunities
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Solution:

The owners of CSI sought help from a well known consulting firm but were unsure of their staff to carry out the recommendations. CSI feared that tens of thousands of dollars would be spent in consulting and yield no change or no lasting change at best.

The search led them to The Sales Matrix, Inc the only firm willing too not only recommend a strategy but stick around and execute the strategy to ensure success.

The Results:

- CSI has a single methodology to all of its sales and marketing efforts
- A more diversified client base that is less susceptible to commoditization of its products and services as well as a decrease in the impact of current or future economic downturns or dependence on relationships.
- An increase of 300% in its sales results
- Annual revenue surpassing any other prior years results