



Client Case Study Creative Specialties

Situation:

Creative Specialties, a long standing and highly successful promotional products and marketing firm, was struggling with new business development. Creative Specialties had always been able to maintain its growth simply by reacting to sales opportunities, responding to referrals and maintaining its existing customer base. However, this no longer was the case.

- Money was not being spent on these types of products as freely as it was in the past.
- The weak economy was causing customers and prospects to look elsewhere for better pricing.
- Prospects were becoming more price conscious, causing Creative Specialties' competitive advantage to disappear.
- Market potential was shrinking.

Impacts:

- Sales revenues declined.
- Annual sales representative productivity (ASRP) decreased.
- Internal sales support staff was downsized.
- Profit margins shrunk.

Solution:

Creative Specialties needed to build a more proactive and aggressive sales program, but its management did not fully understand how this would look and work. Creative Specialties was referred to The Sales Matrix.

Together, The Sales Matrix and Creative Specialties designed, documented and rolled out a specific sales strategy and plan that would enable greater sales activity and results. A customized sales training program provides the sales team the skills and tools needed to fully execute the strategy and to project and achieve increased sales results.

Results (to date):

- Sales results are increasing month after month.
- Market awareness is expanding due to an increase in sales activity by more than 100%.
- Value has increased in the eyes of the customers being served and prospects being sold to.
- Sales strategy, planning, skill development and tools will help continue the trend of sales increases.

