



Client Case Study Dapco Industries

Situation:

Dapco Industries, a manufacturer of world class valves and fittings since 1943, had experienced three straight years of declining revenues and profits. Dapco realized that the factors contributing to this situation were:

- The quickly declining economic situation in the United States
- No past or present proactive sales or marketing efforts
- Sourcing of their products from foreign competition (LCCs)
- Lack of internal expertise to design and implement a sales program, plan or process

Impacts:

- Dapco lost customers due to the commoditization of its products and services.
- Existing customers shrunk their production needs.
- Layoffs of almost 50% of the staff were necessary.
- Quality and production issues resulted due to the change in workforce.

Solution:

Dapco's ownership determined that, in order to change the direction its sales results were heading, they needed to change their go-to-market strategy.

Dapco engaged The Sales Matrix to help pursue greater diversification of industries, increased breadth of market coverage, establishment of proactive sales activities and training, and a reinforcement program to ensure the sales plan and training were correctly deployed.

Results (to date):

- A sales strategy and plan that enable Dapco to enter new industries and markets.
- Sales training that provides the processes, skills, techniques and best practices needed to deploy the strategy and plan
- A reinforcement program that helps ensure compliance with the strategy and plan
- Sales coaching that assists in the implementation of all that was learned in the training.

