



## Client Case Study Huron Automatic Screw Company

### Situation:

Huron Automatic Screw Company, a 75-year-old precision-turned components manufacturer, had faced several years of stagnant and declining sales. The entire industry was in critical condition as an increasing number of suppliers were being established in China. Several factors contributed to HASC's challenges:

- Increasing commoditization of HASC's value-added products and services;
- The loss of relationship leverage once the decision-making process moved from engineers and project managers to purchasing departments and/or buying groups;
- The sales tactics used by sales representatives in the past were no longer working.

### Impacts:

- A decrease in overall revenues and margins for the organization;
- Fear of continued losses to Chinese competitors.

### Solution:

HASC's owner sought assistance from consultants that could address the company's challenges. HASC found firms that could conduct market analyses and produce mountains of data, and they found staffing companies that could recruit sales representatives. None, however, were able to provide the "right" candidates for the challenge of transforming HASC from a completely reactive sales culture to a proactive and engaged sales machine.

The search led them to The Sales Matrix, the only firm with the experience, depth and expertise to deliver the necessary results-oriented solution. The principals of The Sales Matrix offered:

- The proper sales staff profiling, sourcing, screening, testing and selection processes;
- Compensation plans, and roles and responsibilities documentation for new staff.

### Results:

- HASC now has its first staff of proactive sales professionals particularly suited and trained to grow the company's customer base;
- The sales staff can educate and solidify a new, more loyal, client base that is less susceptible to commoditization pressures;
- Future economic downturns should have a decreased impact on HASC;
- Annual revenue surpasses any prior year's results.

