



Client Case Study Milan Screw Products (MSP)

Situation:

Milan Screw Products (MSP), a second generation screw machine company, had faced five years of declining sales due to competitors' outsourcing of work to China and Asia/Pacific. The main contributing factors to its difficulties were:

- Increased commoditization of MSP products;
- Increased foreign competition, especially for high-production applications;
- Minimal proactive sales presence.

Impacts:

- Decreases in both revenues and profits;
- Loss of market share;
- Lack of a new customer base to replace the losses.

Solution:

Ownership chose not to give up and close shop, but instead to invest in a proactive sales campaign designed to attract new clients and diversify the customer base. The Sales Matrix was engaged to:

- Determine potential markets that would enable selling beyond the core client base;
- Develop a go-to-market strategy to sell into these new markets;
- Profile and hire sales staff to execute the go-to-market strategy;
- Create a training program to enable the staff to sell in the new markets with the new strategy.

Results:

- New markets in which to sell products;
- A single strategy and methodology for all sales and marketing initiatives;
- Sales personnel to sell into the new markets;
- An increase in sales results;
- Annual revenue and margin increases over any prior year's results.

