



Case Study

Situation:

Milan Screw Products (MSP) a second generation screw machine company has faced five years of declining sales in their business due to the overseas outsourcing to China and other Asia Pacific countries. The main contributing factors were:

- The increased commoditization of products.
- The increase in foreign competition, especially for high production applications.
- Lack of any type of proactive sales presence.

Impacts:

- Decrease in revenue and profitability.
 - Loss of market share.
 - No new customer base to replace the losses.
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Solution:

The ownership decided to not fold up shop like others in the industry but rather invest in a proactive sales campaign to bring in new clientele and diversification of its customer base.

They contracted with The Sales Matrix to:

- Determine markets to successfully sell 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 needed to sell effectively in the new markets with the new strategy.
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The Results:

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