



## Client Case Study Monthly Shoppers

### Situation:

In 2003, after 26 years in business, Monthly Shoppers had reached a revenue pinnacle. In an effort to sustain the upward trend, ownership evaluated both a sales training firm and a marketing firm, and selected the marketing firm. In 2007, following three years of substantially declining sales and profits and increasing levels of debt, ownership engaged The Sales Matrix – the sales training firm it had decided against using four years earlier – to see if it could help reverse the slide that had occurred.

### Impacts:

- The company was on the verge of bankruptcy.
- Morale was low; the staff was certain the company would go under and jobs would be lost.

### Solution:

The Sales Matrix worked with ownership to quickly develop a two-tiered approach to keeping the company solvent:

- Intervention with sales staff and development of a customized sales training program to help reduce the likelihood of turnover while simultaneously refocusing the team to help drive immediate results that would bolster the bottom line;
- Development of a formal sales process and documentation framework to make the company more attractive to potential investors or buyers that could infuse cash and keep it viable.

### Results:

Monthly Shoppers was acquired by a local printing company that had provided printing services to the company for a number of years; a symbiotic relationship taken to the next level strategically. Monthly Shoppers is now solvent, has maintained its sales staff and the new owner has been able to merge the newly designed sales process and documentation into his existing sales force and structure. The newly merged companies are much stronger together than they had been as separate entities.

