



Case Study

Situation:

In 2003, Monthly Shoppers was at the pinnacle of its annual sales revenue after 26 years in business. Ownership was looking to continue this upward trend and considered hiring either a marketing firm or a sales training firm to help increase its sales results. It decided on the marketing firm. In 2007 after three years of massively declining sales and profits and increasing levels of debt, ownership called in the training firm it decided not to use four years earlier to see if it could help reverse the slide that occurred.

Impacts:

- The company was on the verge of bankruptcy.
 - The staff was certain the company would go under and their jobs would be lost.
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Solution:

The Sales Matrix quickly reacted with ownership to determine a two tiered approach to keeping the company solvent.

1. Monthly Shoppers sales staff intervention and customized training program to help reduce the likelihood of employee turnover while simultaneously refocusing the sales program to help drive immediate sales results to help the bottom line.
 2. Provide a framework of a formalized sales process and documentation, which would make the company more attractive to potential investors or buyers that could infuse the company with cash and keep it from going under.
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Results:

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