



Case Study

Situation:

Mortimer Lumber Company a third generation lumber yard with four locations had faced three years of declining sales in the retail lumber market. The main contributing factors were:

- The increased commoditization of the value added products and services.
- The loss of relationships enjoyed previously switched from that of relationships to price and the move to “big boxes” like Home Depot and Lowe’s.
- Lack of sales representative productivity and declining margins.

Impacts:

- Decrease in overall revenues and profitability for the organization.
 - Loss of market share to the “new competition.”
 - Sales representative turnover, apathy and negative overall culture.
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Solution:

A customized training program with embedded go-to-market strategy that could successfully defeat the “big boxes” and not the “typical” industry position of price realization.

The search led them to The Sales Matrix, Inc. The only firm with the experience, depth, and results to deliver the entire sales solution needed.

- The sales strategies needed to successfully sell to the markets
 - The staff needed to sell in these markets
 - The design, documentation, tools, facilitation and reinforcement of the customized sales training program needed to sell in these markets.
 - The management training capabilities to ensure the program’s success with the staff and in the market long-term.
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The Results:

- Mortimer has a single methodology to all of its sales and marketing initiatives inside and outside the stores.
- A more educated client base less susceptible to the hype of Mortimer’s competition.
- An increase in its sales results and profitability.
- A change in the culture from one of general apathy to hope for the future.