



Client Case Study One Source Capital

Situation:

One Source Capital, a finance company specializing in the construction industry, had faced two years of declining sales. The overall weakness of the construction industry, combined with the fact that credit markets in general were tightening, contributed to significant challenges for the company:

- Too many eggs in one basket; a lack of industry diversification;
- Lack of a strategic sales and marketing plan to diversify into new industries;
- Sales tactics used by sales representatives in the past wouldn't work without relationships in the new industries.

Impacts:

- Decreased revenues and margins for the organization;
- Decreased sales representative productivity;
- Sales representative and operations staff fear and apprehension.

Solution:

One Source Capital's owners sought assistance from consultants to address the company's challenges. They found firms that could either conduct market analyses or provide "off the shelf" training programs. But none were able to provide both, and none were willing, or able, to customize their solutions to One Source Capital's unique situation.

The search led them to The Sales Matrix, the only firm with the experience, depth and expertise to deliver the necessary results-oriented sales solution. The principals of The Sales Matrix developed a solution set that provided the following:

- Strategies for selling to One Source Capital's newly identified industries and markets;
- Design, documentation, tools, facilitation and reinforcement of a customized sales program specifically for these industries;
- Ongoing coaching and reinforcement strategies to ensure the program's long-term success with the staff in the new industries.

Results:

- One Source has a single, aligned methodology for its sales and marketing program.
- A growing, newly educated and loyal client base in diversified industries makes One Source less susceptible to downturns.
- Current or future economic downturns will cause significantly less impact.
- The firm has increased its sales results, even as the industry continues to struggle.
- Annual revenue now surpasses any prior year's results.

