



## Client Case Study Pink Marketing

### Situation:

Pink Marketing, a supplier of promotional and incentives products, was seeking to move up market. The reasons for this were:

- Ownership needed a greater financial return based on the time they were investing in the business
- Pink's value proposition differed significantly by client size.
- Management needed time to build the business' infrastructure

### Impacts:

- A corporate culture of frustration due to conflicting priorities and a lack of accomplishments weighed down progress.
- Ownership expressed doubts about the value of the business.
- Different value propositions, based on markets, created a misaligned sales and marketing program.

### Solution:

Pink Marketing's owners sought help to analyze market potential, to create sales plans that would increase revenue, and to implement a sales process that leveraged Pink Marketing's value proposition, especially to upper market prospects.

Pink Marketing engaged The Sales Matrix, Inc., a firm with experience, a record of client success, and an understanding of their needs.

### Results:

- A sales strategy targeting the upper market was developed and documented.
- A sales and marketing plan was developed and documented, including corporate and individual roles and responsibilities, and activity and sales expectations.
- A sales reinforcement program was initiated to ensure understanding of and compliance with the sales strategy and sales and marketing plan.
- Month to month increases in overall sales results – revenue, profits and market share.
- Within 30 days, a 50% increase in sales revenue.

