

RCM TOOL

Case Study

Situation:

RCM Tool had experienced stagnant revenue growth for nearly a decade. This occurred while the Tool and Die Industry was becoming increasingly more competitive within the United States, creating fewer sales opportunities due to the influx of foreign competition.

Impacts:

- Rising business costs required revenue increases.
 - Shrinking markets lead to less opportunity for sales opportunities.
 - Commodity based purchasing created diminishing profit margins.
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Solution:

The Sales Matrix was hired to build and implement a proactive sales program. The program was designed to maximize the RCM value, market potential, and RCM staff and needed to have specific, measurable, realistic and time sensitive goals and objectives.

The Sales Matrix worked with ownership at RCM Tool to not only design and implement the program, but also took the role of managing the success of the program going forward.

The Results:

- Sales increased to a level of 200% over that of the average previous quarters.
- RCM now has the experience and tools for a continued proactive sales program based on their market, its decision makers, buying processes and purchasing criteria.
- More control over new business throughout the year allowing for controlled internal costs and maximized profits.
- New customers that better align with the value RCM provides.