



Solution Recovery Services (SRS) provides on-site industrial fluid purification and total fluid management services.

We partner with our customers to save money, reduce waste, and improve working conditions.

All SRS service programs combine proprietary SRS purification technology and qualified, site-specific employees.

Case Study

Situation:

SRS is a company made up of highly intelligent and well educated engineering talent with a product that is highly technical and difficult to sell proactively.

Impacts:

Due to the complexity of the product it had to be sold by the engineering staff that, like most engineers, viewed sales as more of an art form than a process thereby creating a gap between the knowledge needed to present the product and the salesmanship needed to sell the product. This resulted in only reactive sales and slow growth.

Solution:

The Sales Matrix was referred to SRS ownership from another engineering firm because of the process orientation of the sales training program. After presenting the formalized sales process to SRS ownership, The Sales Matrix was contracted to build a similar program for SRS.

Results:

- A formalized and documented sales process flow that appealed to the engineering staff.
- A customized training curriculum based off of the staff personalities and market conditions that was based on real-life circumstances encountered in the field.
- A management program that was nearly self managing so that ownership could manage the process, not the salesmanship of the staff.
- A 10M revenue gain in the second year of implementation.