



Case Study

Situation:

SunGlo Services a 20 year old Restoration Company for the first time since their launch was experiencing flat sales results. Some of the contributing factors were:

- A downturn in the Michigan housing market and builders transitioning from new construction to restoration services.
- Increased commoditization of value added products and services.
- Stronger than normal business fluctuations.

Impacts:

- An increasingly disengaged sales staff performing below sales expectations.
- A sales culture based around reactive sales.
- An inability to gain traction in a new targeted industry – the commercial industry.

Solution:

The owners of SunGlo knew they needed assistance in turning around their sales force. SunGlo wanted a sales program to be implemented that contained a specific direction, based on realistic and attainable expectations and reinforced with accountability and support. Through a referral from their marketing firm, SunGlo engaged The Sales Matrix to design, document and implement the required sales solution.

The partnership was successful. Through the experience, depth, and results to deliver the entire sales solution needed, The Sales Matrix accomplished the following:

- Designed and implemented the sales strategies needed to increase sales.
- Recruited and hired the additional staff needed to sell into a new industry.
- Deployment of a customized sales training program needed to sell into all industries.
- Implemented a sales management program ensuring the program's success.

The Results:

- A single methodology to its sales and marketing program.
- An increase in sales activity by over 400% per sales representative.
- An exponentially growing number of new customers resulting from new relationships.
- Annual revenue surpassing any other prior year's results.