

TSM Corporation

Case Study

Situation:

A 25 year old manufacturing company was considering entering new markets as 90% of its sales revenue came from the automotive market. The company had an amazing sales history with increases upwards of 500% at the time, however, due to concern relative to overseas competition, wanted to diversify its customer base.

Impacts:

- Risk of having 90% of its sales revenue in one market.
 - Risk of having 89% of its sales revenue in just a few top customers.
 - Lack of knowledge of industry trend(s) due to lack of entry into new markets.
 - Missed sales opportunities in markets where they could be viewed as a valued product and service versus a commodity provider.
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Solution:

The President of the organization wanted to accomplish two things;

1. Obtain research data relative to other markets.
 2. Have the firm that did the research also determine the sales strategy needed to sell into those markets.
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The only firm that could do both was The Sales Matrix, Inc.

The Results:

A complete findings and recommendations report with the following main topics:

- Market's in which TSM could sell its products.
- Companies in which TSM could sell its products.
- Market and company demographic data; product categories, specifications, product unit sales, financial data, competition etc...
- Company contact information for each company in each market and product category.
- Company supplier information.
- Potential Rep firms currently selling in the markets to the companies.
- General sales and marketing strategy determination to sell in the markets and to the companies.