

For Immediate Release

The Sales Matrix Celebrates 10 Years of Client Results

Entrepreneurial Michigan Success Story Launched Amid Economic Uncertainty

HOWELL, Mich. (Oct. 17, 2011) – In an era in which thousands of companies have shut down due to economic difficulties, Howell-based The Sales Matrix this month is commemorating its 10th anniversary in business. Over the last decade, the sales management and consulting firm has helped more than 100 clients build stronger sales forces, enabling them to grow, keep people employed and contribute to Michigan’s economy.

Launched during a previous period of economic uncertainty, shortly after the 9/11 terrorist attacks, entrepreneurs Brian Nixon and Dan Kropchak left successful sales management careers in corporate America in order to leverage their expertise and help numerous clients by using a unique, four-component methodology:

- Development and/or refinement of strategic sales and marketing plans;
- Recruitment and management of people and tools to execute the plans;
- Sales and management training programs, and
- Sales and executive business coaching.

Kropchak and Nixon have demonstrated that, when properly designed, perfectly aligned and relentlessly executed, this four-tiered model yields tremendous sales and profit results.

We launched our firm after extensive market research revealed too many sales consulting firms either employ a one-size-fits-all approach or simply don’t address one or more of the critical areas that drive successful sales organizations,” Nixon says. “I knew we could be successful because we saw these four components unaddressed in a combined approach for many years in corporate America.”

(MORE)

In serving its clients through the years, The Sales Matrix counts among its many achievements:

- Doubling revenues for several dozen clients in small to mid-market organizations;
- Increasing profit margins by 25%, even within highly commoditized industries; and
- Driving market share increases by as much as 75% within both new and existing client markets.

It's primarily due to an approach that Kropchak says is battle-tested and comprehensive.

"I don't want to suggest that every client can or will achieve such stunning results, because there are so many variables to consider," Kropchak says. "But I will say that every single client that has adopted our methodology and followed our recommendations has been successful."

One example of that success has been with Lansing-based BS&A Software, which The Sales Matrix has assisted by building a proactive sales program to expand their reach beyond Michigan.

"With 20 odd years of high quality sales experience, The Sales Matrix has forgotten more about sales than we learned in the first place," says BS&A President Tom Szur. "We had no idea how to build out a high quality sales force. The Sales Matrix helped us find, train, and manage our new account execs. Although we are still new at this, it's clear we have avoided numerous landmines with their help."

Belmont Equipment & Technologies, a Madison Heights-based machine tool and EDM supply company and longtime client of The Sales Matrix, has especially benefitted from highly customized sales training programs.

"With the help of The Sales Matrix, we went from having a knowledgeable sales staff to a consultative, proactive sales staff with knowledge," says Belmont President and COO Bob Ianitelli. "The Sales Matrix has helped us change our sales culture to adjust with rapidly changing times."

As The Sales Matrix continues to evolve, Kropchak and Nixon have placed a new emphasis on the recruiting arm of the business, bringing aboard Jeff Pheley, a professional with two decades of experience in the high tech and consulting industries. Pheley is focused on sourcing, interviewing and hiring sales professionals for client companies.

"I look for individuals who will bring to our client companies the attributes and skill sets on which we train and develop customized programs," Pheley says. "We are best able to drive results when the entire organization is in alignment, and that starts with the right people."