



Client Case Study USI

Situation:

UWW, a successful fluid purification company operating in Michigan and Ohio, decided to merge with SRS, a Michigan-based centrifuge manufacturer.

Impacts:

The main reasons for this merger were:

- The increased commoditization of UWW services;
- The lack of an SRS customer base, preventing organic growth;
- Potential for crossover sales, enabling UWW to sell to SRS customers while simultaneously enabling SRS to sell to UWW customers where a relationship was already established;
- The combined company could pool assets for national growth.

The concerns with a merger were:

- Fear of decreased sales effectiveness due to staff differences;
- Two separate and distinct sales forces and cultures could cause a fracture;
- The concern of how to manage two entities as one while growing into new markets.

Solution:

The Sales Matrix was engaged to help with the merger of these two company cultures, to hire staff and to develop a single market methodology, training program and management component that aligned the culture for national growth.

Results:

- A combined go-to-market strategy
- A singular sales methodology, program and language
- A sales staff that is well versed in the markets, strategies and offerings
- One culture heading in the same direction
- Multi-million dollar sales increases for both entities independently and combined

