



Case Study

Situation:

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

The main reasons for this merger were:

- The increased commoditization of UWW services in the ever changing and competitive market of manufacturing.
- The lack of an SRS customer base didn't allow for organic growth.
- The crossover of the customer base would allow UWW to sell to SRS customers while simultaneously allowing SRS to sell to UWW customers where a relationship was already established.
- The combined company could pool assets allowing for growth nationally.

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.
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Solution:

The Sales Matrix was hired to help with the fusion of these two company cultures and staff and develop a single methodology to the market with a singular training and management program that would help bring the methodology in line with the culture to successfully grow nationally.

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 all heading in the same direction
- Multi-million dollar sales increases for both entities operating as one and combined