



# Client Success Story Industrial Distributor



## Situation Analysis

A 77-year-old family distributor of industrial tools, equipment and safety supplies confronted market challenges in the aftermath of the Covid pandemic, including post-pandemic supply chain and market issues, along with many changes in the sales team. SGA was engaged to re-energize company growth.

## SGA's Work

- Guidance and direction were provided to the executive management team, individually and collectively.
- Developed a Board of Directors process, including overall guidelines, minutes, protocol, agendas, presentations, etc.
- Served as an advisor to the CEO.
- Interfaced with inside and outside sales teams to clarify roles and goals while preserving the sensitivity of each employee's current position.
- Worked with a newly-hired Marketing Coordinator on lead generation, marketing material development, and event planning. Also ensured the employee understood the importance of the position to company growth.
- Conducted weekly on-site meetings with the CEO and Vice President to develop strategies for growth in the business and developing all employees.

## Key Results

**▲ 14%** SALES GROWTH  
FIRST YEAR

**▲ 12%** SALES GROWTH  
SECOND YEAR

**▲ 17%** SALES GROWTH  
THIRD YEAR

**▲ 300** BPS MARGIN  
IMPROVEMENT