



CLIENT SUCCESS CASE STUDY - **BRANDED MERCHANDISE MANUFACTURER** (AD SPECIALTIES)



Situation Analysis

A manufacturer of branded merchandise had ambitious growth goals, driven by its private-equity ownership. The company sells high-end branded “merch” to businesses ranging from bars, restaurants and breweries to colleges and universities, and government agencies. Their growth goals included developing standards for managing and training the sales force on the intricacies of its business model. Goals included enhanced ways to sell existing and new customers while achieving the company’s revenue and margin growth goals.

SGA's Work

- SGA served as a Management Consultant to the business and Executive Advisor to the CEO and management team.
- As part of the management team SGA attended weekly Leadership L10's, provided coaching of the sales leader, and interfaced with all departments of the business.
- Undertook the following key commercial activities:
 - Analyzed existing sales practices and towards development of enhanced KPI's for Sales and Marketing reps success.
 - Wrote and produced a 170-page Sales and Marketing Playbook utilizing a sports theme for employees to easily rally around.
- The Playbook serves as a training and motivational tool for sales, marketing and customer service personnel and also acts as a guide for all employees to the company's background, values, processes, and sales and marketing goals.

Key Results

- The Playbook was rolled out to rave reviews from company management, its private equity ownership, and the Sales and Marketing team.
- During the time that SGA was active with the company, sales and margin were beginning to steadily rise.