



## CLIENT SUCCESS CASE STUDY - CUTTING TOOL DISTRIBUTOR



### Situation Analysis

A large industrial distributor of industrial supplies had a 100-year-old, firmly-established position in the marketplace, with vast inventory, strong customer service, and value-added services. Despite these advantages, the company's sales were lagging in a rapidly-changing customer environment. SGA was brought in to thoroughly review sales processes and revitalize them to make the most of the company's other established advantages.

### SGA's Work

- SGA served as a Management Consultant and Executive Advisor to key management personnel, including the CEO, SVP Sales & Marketing, and VPs of Sales for both United States and Canada.
- Existing sales processes were analysed and appropriate changes were recommended.
- To provide unity and direction for the nationwide sales teams in the U.S. and Canada, SGA recommended the development of a Sales and Marketing Playbook.
- The resulting 83-page playbook with 20 sections included:
  - Company history and philosophy to demonstrate its long-standing focus on purpose, vision, and values.
  - A refresh of classic sales training materials that needed updating. Sections included Basic Selling Concepts, Habits of Successful Salespeople, Sales Listening Skills, Handling Objections, KPI's, The Sales Process, Ideal Customer Profile, Account Penetration, Competitive Profiles on 17 competitors in the U.S. and 25 in Canada, plus a financial planning tool for sales reps to chart their future success, and more.

### Key Results

- The Playbook was extremely well-received, with rave reviews by the company's sales management in the U.S. and Canada.
- The Playbook was quickly adopted by the sales and marketing teams throughout the U.S. and Canada.
- Sales are trending upward with margin on the rise in many key areas both in the United States & Canada.