



CLIENT SUCCESS CASE STUDY - ECOMMERCE SUPPLIES DISTRIBUTOR



Situation Analysis

A 23-year-old industrial tool business based in New York and run by two brothers was not growing; communication was stressed; and their sources of supply were challenged. SGA was brought in to tackle these issues.

SGA's Work

- SGA was engaged as both an Executive Advisor and Fractional Chief Revenue Officer.
- As Executive Advisor, acted as an ongoing "relationship advisor," improving communication between family members and other key personnel.
- As CRO, SGA became the company's first-ever sales leader, responsible both for inside sales and building an outside commercial team of six reps.

Key Results



8%
GROWTH YTD

- First year sales were up 8% with a double-digit growth in income.
- Performed various analyses of the business; determined that there were few return customers. This led to the building of a commercial sales team.
- Improved customer touches and enhanced customer relations.
- Leveraging its business contacts, SGA helped the company establish a relationship with Do it Best hardware coop, offering extensive inventory in eight distribution centers. This allowed "never saying no" to a customer.
- Guided many new contracts with high-profile customers, adding revenue and prestige.
- Greatly enhanced accountability by the internal and external sales teams.
- Introduced sales training and development, which was well-received by the sales teams.