



CLIENT SUCCESS CASE STUDY - INDUSTRIAL SUPPLIES DISTRIBUTOR



Situation Analysis

A 80-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 growing 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