



Manufacturing / Industrial Case Study

Business Problem:

A \$20M Electronic Hardware Manufacturer was Looking to Adopt New Tools to Return to Growth.

VERTICAL:  Manufacturing

MARKET:  Industrial

NLP SERVICES:  Commercial
Excellence

CLIENT

A \$20M electronic hardware manufacturer sells through distribution channels to reach end customers in the electronics, aerospace, military and industrial market segments. They had an excellent relationship with customers, providing very good service, lead times, and engineering support to its channel partners.

The company struggled to grow during the period 2014-2017, with an average 2-year CAGR of -3%. The company looked to gain new tools to return to growth.

The company had transitioned from manufactures' representatives to a mix of inside and outside sales representatives with geographic sales coverage. Dealers owned the end-user customer relationships and controlled the specifying discussions with engineers.

Their printed catalog was seen as the best in the industry, with easy-to-identify technical information and a wide distribution. Engineers who routinely turned to the catalog for technical information were now finding information online and contacting competing manufacturer's directly through online sources.

APPROACH

The company revamped its strategy to focus on digitizing its catalog and reestablish direct relationships with customers.

An 18-month effort was launched to offer a digital catalog with simplified pricing along with a new website that improved the user experience and optimized keyword searches.

Digital marketing techniques (e.g. SEO, PPC) were

implemented to drive end-user traffic to the new website.

Lead generation activities established direct relationships with end-user customers.

Concurrently, the sales team implemented a formal cross-selling strategy to better leverage their local relationships with national dealers. New sales techniques were implemented by the sales leader.



THE RESULTS

- The company experienced **30% sales growth** during the 3-year period of implementing commercial excellence best practices.
- The new website and digital marketing tools drove overall **search traffic up 125%**.
- Engineers found the website very **easy to download CAD drawings** containing product specifications. These drawings routinely are incorporated into the customer's bill of materials and flow through Purchasing **without competitive bidding**.
- **Sales productivity improved** through cross-selling efforts and better coordination of inside and outside sales.
- Top dealers **increased annual stocking orders** and broadened their coverage of products.

