

Increase Sales of Distribution Customer through Training and Sales Tools

The Challenge

A major distribution company had added Herculite products to their sales offering. However, the complexity of the product offering, in addition to a limited understanding of the product distinctions, was causing the sales team to not meet expectations.

Desired Outcomes

- Establish a brand connection between the customer and Herculite.
- Improve customer sales teams' awareness and understanding of key product distinctions.
- Help distributor to create a unique market distinction and positioning.
- Utilize both in-person training and training tools to ensure training performance.

Strategies & Solutions

- Development of on-line sales training sessions for current employees, and prerecorded training for all future sales personnel.
- Development of product-specific technical and marketing information collateral for each sales team member.
- Introduction of costing calculator and Herculite On-Demand order management software for faster costing, order entry and management.
- Co-op advertisement with the Distributor to sell the Herculite product line.

Results

Once the sales training was implemented, this customer experienced a 30% increase in sales during the first year alone. A co-op advertising and product launch campaign increased sales by an additional \$40,000. Additionally, the Sales Management tools lowered order processing and customer management needs.

\$120,000 Initial Sale Increase
\$450,000/Five Year Estimated Sales Increase

