

CASE STUDY

Driving a higher performing sales strategy

We helped a distribution company revamp their value proposition

SALES STRATEGY OPTIMIZATION

- Which customers should we target?
- What is our value proposition?
- What sales strategy will drive revenue and customer satisfaction?



SATOV APPROACH

- Conducted in-depth internal and external research
- Isolated indicators of regional sales performance
- Prioritized customer needs and identified areas for improvement



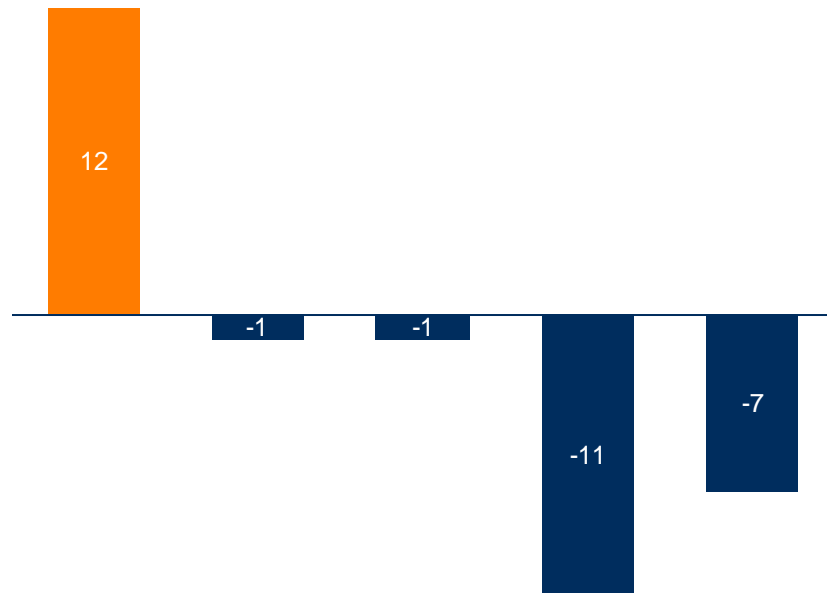
WE HELPED THE CLIENT

- Articulate a new brand and messaging
- Refine their product offering and service mandate
- Develop a sales strategy that better aligned with customer needs
- Achieve sales growth

Does this sound interesting? Email us to get more details.

We identified the ideal value proposition to create a compelling offering

Customer resonance of possible brand messages



Offering attributes

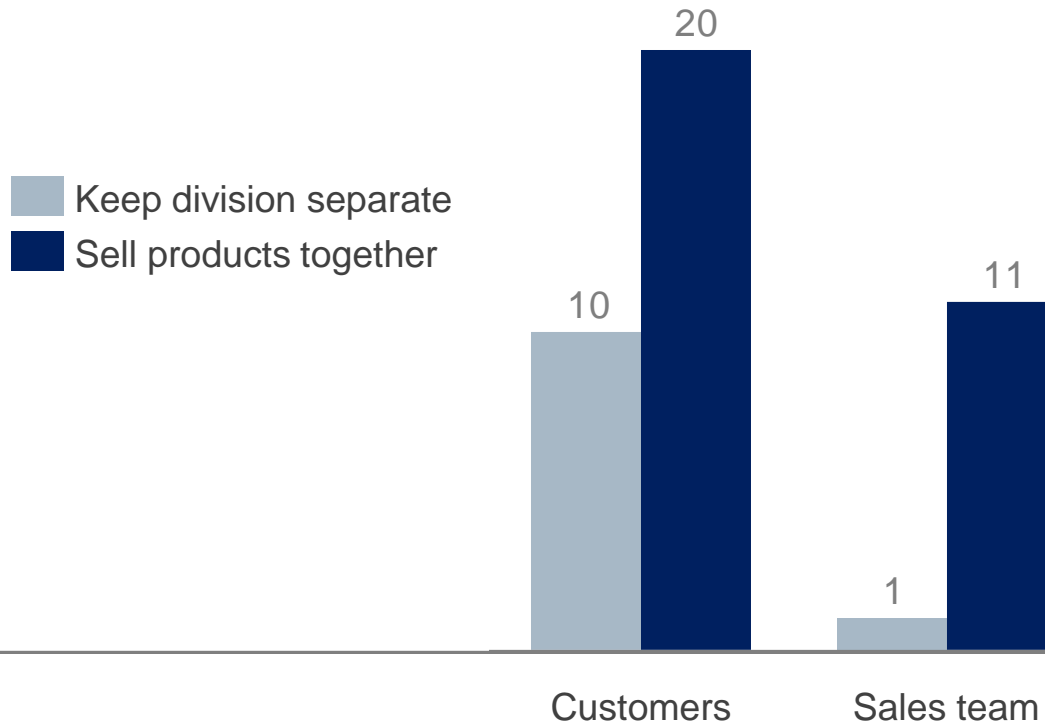
- Responsive and accommodating sales team
- Core products always in stock
- Competitive pricing

Someone to count on Access to best products Ease of doing business A comprehensive solution Fastest provider

We found opportunity to capitalize on cross-sell

Value of selling separate product groups together

% RESPONDENTS SELECT EACH

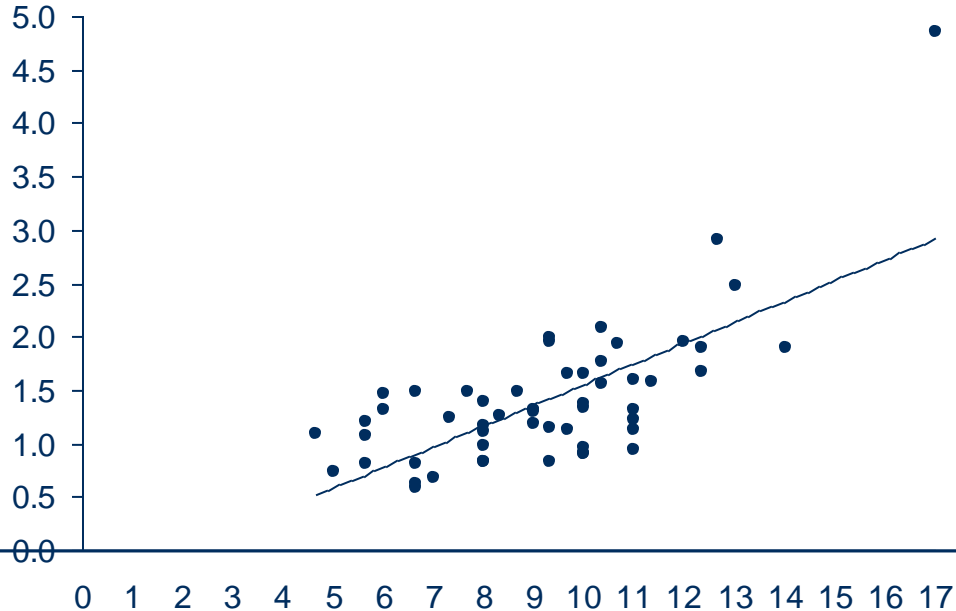


We helped the client develop a new consolidated sales strategy

We isolated **which factors contributed** to the highest performing regions

Correlation analysis: key success factors

Regional sales penetration



Combined attribute score of key success factors

Success factors

- Number of sales specialists
- Average shipping time

Minimal impact

- Price discounting
- Salesperson compensation

We developed a plan to drive significant revenue growth

Recommendations

- Improve distribution network
- Implement core product stocking
- Integrate systems with rest of business to drive cross-sell
- Prompt sales scripting for key cross-sell opportunities

