



6 POWERFUL SALES SOLUTIONS FOR MANUFACTURERS

Manufacturers are charged with producing a quality competitive product, just in time, while working within a set of tight parameters and being profitable. It's not easy and all too often there is room for improvement between production and sales. Utilizing our holistic, disciplined and systematic approach to sales, we eliminate this while helping improve efficiencies for all. The results are sustainable improvements in predictability, revenue growth and profitability.

MANUFACTURER PAIN POINT

- Inconsistent customer demand, resulting in inefficient production scheduling
- Missing out on new opportunities
- Unacceptable inventory levels
- Inconsistent pricing, resulting in pricing & margin fluctuations
- Unsure about sales focus
- Market message is not strong

OUR SOLUTIONS PROVIDE YOU WITH

- Improved efficiencies, customer satisfaction and profitability
- Identifiable opportunities & the necessary action plans to secure them
- Reduced inventory and improved cash flow
- A pricing program that maximizes profits
- A strategic, focused sales effort in alignment with rest of organization - GENREV!™ program
- Clear customer message of offering and how you can help

SHOCKING SALES STATS:

57%

57% of B2B customers & prospects do not believe their sales force is prepared for the first meeting.

72%

72% of executive buyers say salespeople are not prepared to answer questions.

OUR APPROACH & CALL TO ACTION: Our collaborative approach enables us to first understand your culture and needs, then offer customized solutions that support you in meeting your goals; we become part of your organization.

Let's get together for a free consultation to determine how we can help.