



A Powerful Engine But No Rudder

Problem

This client was an idea machine. A manufacturing company CEO, he generated more ideas in a day than most of his senior executives could in a year. While many of these ideas were excellent they were often unfocused, not well-communicated, and seldom acted upon. The main problem was the business was lurching from one direction to another and the lack of unified direction was causing fits and starts, harming morale and making it impossible to create growth.

Action

This was a very challenging case as the CEO really was a brilliant (and extremely likeable) person. Although he knew his lack of focus and commitment was causing problems in his company, he felt unable to stop dropping the current initiative and chasing the next new idea. The key was to come up with a way of filtering ideas without discouraging this idea person and ultimately to create strong and unwavering direction in the company.

The first thing we did was to get the CEO to agree to following a structured marketing and selling approach for a 90 day test with no deviation allowed. Once he agreed to this restriction the rest was relatively easy.

We next reviewed and tightened up their competitive strategy and sharpened their competitive advantage. In true "shoot from the hip" entrepreneurial fashion this had never been done. The result was structured framework for decision making that would be followed by all, including the visionary CEO. We then surveyed past customers and determined that the company had been promoting a benefit that customers ranked number three out of five possible benefits. We immediately created a marketing and selling system tightly aligned with the strategy that promoted the number one benefit.

Results

The client immediately began getting greater interest from his target marketplace and his salespeople found it easy to get sales appointments and convert between 30% and 50% to new customers on a consistent basis. After the 90 day test period the visionary CEO agreed to stick with the plan as he likes the large return on his investment in our consulting services.

How We Can Help You Grow Your Company

Broadfield Consulting makes it easier for manufacturers and industrial (B2B) companies to increase profitable revenues by improving their marketing and selling methods.

If you are a manufacturing or industrial (B2B) CEO/business owner and you are interested in discussing how to improve your rate of profitable growth please contact Andrew Shedden at 705-876-0634 or at: www.broadfieldconsulting.com/contact-us/