



The Case Of Capturing More Key Accounts

Problem

This client was in the fabrication business and, while offering top-quality products and exemplary service was suffering from anemic growth. Their marketing and selling efforts were barely replacing the accounts they lost through natural attrition. Unfortunately most of these new accounts were so small that the net result was virtually no growth from year to year. They were very frustrated as they knew if they could just “get in the door” of larger accounts they could sell their fabrication services. Their major problem was that they had no reliable method in place to gain access to key accounts.

Action

While this particular case had some difficulties it was ultimately a matter of asking, creating, and executing. The first thing we did was to survey a cross-section of their existing key accounts to ask what the key challenges were in their marketplace and what they would find desirable. This survey gave us valuable input about how to shape the client’s competitive strategy, lead offers, marketing communications channels, and marketing messages.

Once we had asked what was wanted the next step was creating the proper tools. This included a strong value proposition, strategy statement, tip sheets, sell sheets, scripting, and other assets.

The third course of action was to put a structure in place that would allow the client to successfully access more key accounts in a highly structured and measurable way.

Once this was done we trained the sales staff on how to implement the key account program.

Results

The client had a list of 30 key accounts they wished to access and were ultimately able to talk to their most-desired prospects in 21 of these companies. They converted over 30% of these key accounts to customers. Their company is rapidly growing. They have received an excellent return on this key account marketing program and their 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/