



## The Death Of A Troubled Division And Rise Of A Better One

### Problem

This client was operating a division that fabricated very large pressure vessels for a variety of industries. They also had recently established a new division that produced safety equipment for the mining industry. When the major recession hit orders for their pressure vessels evaporated. The safety equipment division was very small and they were struggling to get it growing fast enough to make up for the lost income in the fabrication division and keep their business open.

### Action

The main issue was that we needed to grow the new safety equipment division, which was basically a start-up, as efficiently and quickly as possible, in the teeth of the recession.

We all agreed that the new safety equipment division was the one that presented the greatest opportunity for growth. We used a three part approach to make it happen—fast.

1. We first assessed their current situation and marketing practices. We then sharpened their competitive strategy, repositioned their company, and provided them with a clear direction.
2. We next assisted with all of the knowledge-based content necessary for education-based marketing. This included: white papers, tip sheets, videos, and a new website.
3. The final step was the creation, implementation, and refinement of an inquiry generation system, a lead development system, and a selling system. Each of these systems was tightly integrated with smooth hand-off points and scalable for future growth.

### Results

Their company steadily grew and their safety equipment division quickly became larger than their pressure vessel business had ever been. They ultimately closed the pressure vessel division to concentrate on their fast-growing mining safety equipment division. They have successfully expanded their target markets from Ontario to the entire North American marketplace and continue to grow. The return they received on their investment in our marketing consulting services has been substantial.

## 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/](http://www.broadfieldconsulting.com/contact-us/)