



## **The Most Important Presentation Ever**

### **Problem**

The client was operating a company in Canada that manufactured machinery for the dairy industry. They were a very small part of a much larger American parent company and were viewed by the parent as being the “runt of the litter.” They had two interrelated problems.

First, the parent company was unhappy with the rate of growth in the Canadian company and was seriously considering closing the Canadian company.

Second, it was essential the Canadian company received a two million dollar cash infusion from the parent company immediately for equipment upgrades, operational needs, and in order to remain open. They had made a presentation to executives of the parent company a year earlier in which they requested the cash infusion and had failed.

The main issue was that the parent company could not see the value of the Canadian operation.

### **Action**

We assessed all of their current marketing and selling activities and created a marketing plan that clearly outlined a path to growth based transitioning their business model to combine internal selling within the parent company and improved external market penetration.

We then created a unique presentation. We began with a description of how the Canadian company was operating a year into the future based on the cash infusion. We then outlined how we would accomplish these positive future results with the cash infusion and the marketing plan we had developed. The presentation clearly illustrated the value of the Canadian company.

### **Results**

Much to everyone’s relief, the presentation was a resounding success. The parent company invested two million dollars in the Canadian company. Even better, their faith was rewarded. The Canadian company executed the marketing plan to perfection and created sustainable growth. They continue to grow and are thrilled with the return they received on their investment in our marketing 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/](http://www.broadfieldconsulting.com/contact-us/)