



A 40% Increase in Quotes

Conant Controls
Manufacturer of solenoid valves

THE CHALLENGE

At a time when prospective buyers became accustomed to downloading AutoCAD drawings and dropping them right into prints to determine the right fit, Conant Controls was behind in the game. “We had no AutoCAD library at all,” said Company President Patrick Hollis. “Some of the prints we were using were circa the 1950s and ‘60s.” Engineers would draw a custom part by hand and fax it over to a prospect with typical lead times of three to four days, an eternity in the custom sourcing sector that makes up 40% of Conant’s business. The company lacked the tools to compete with larger firms for new sales, which was critical as existing customers put projects on hold due to the softening economy.

THE SOLUTION

Conant enlisted ThomasNet to develop a library of over 500 AutoCAD drawings for inclusion on a new website. With comprehensive information including critical dimensions, part numbers, and the drawing itself, the new CAD library provides a powerful tool to lead prospects to an order. It also serves as a valuable prospecting tool: anyone can view the CAD library, but users must register to download a drawing, creating a prequalified list to follow up with. A detail-rich online catalog showcasing Conant’s suite of standard solenoid valves features product descriptions and specifications, as well as critical sales tools like side-by-side comparison and RFQ buttons on every page. This content tells search engines that Conant is an expert in the valve industry, and helps them rise to the top of those search results.

THE RESULTS

The credibility and convenience established by the new CAD library and website have opened the doors to new business at a rate of ten new inquiries a week, with an average of half of those converting into orders. Multinational, high volume new customers like Conoco-Phillips, Motorola, ExxonMobil, and Chevron have found Conant through their new internet presence, creating a steady flow of lucrative OEM business. They have also expanded worldwide thanks to their always-on, globally accessible new sales channel, with international sales now comprising 15% of sales. Engineers who used to spend days drawing prints by hand are now free to work on initiatives like new product lines and improved customer service, setting the stage for continued success and growth.

Conant Controls’ results:

- New customers like Motorola, ExxonMobil, and Chevron
- 10 new inquiries each week
- Diversity across industries and geography

“Having CAD drawings on our website has helped us tremendously. It’s actually leveled the playing field when we compare ourselves to our bigger competitors.”

-Patrick Hollis
President
Conant Controls