



LESLIE SKYLIGHTS



Leslie Skylights, located in Oceanside, CA, is a full service supplier of custom skylights, standard skylight units, and structural systems. Established in 1983, the organization works with architects, general contractors, subcontractors, and business owners to develop and produce the finest quality skylights and products available. The company has nine employees.

Challenge

Leslie Skylights was experiencing minor increases in revenue, but they wanted to accelerate sales growth. They were losing market share to larger competitors with more resources, and they were noticing that their competitors had better overall penetration in the market. Sales were seasonally based which added a further restriction in generating more revenue.

Leslie Skylights wanted to develop a stronger marketing plan to appeal to new and existing customers, ensure a steadier flow of sales, and achieve more revenue.

Solution

After an evaluation of their current sales levels and marketing plan, CMTC consultants worked with the company to develop a more strategic approach. CMTC organized structured marketing and sales planning sessions with management to analyze their competitive threats and outline specific areas for improvement. The team collaborated to revamp their key marketing messages to be used across all marketing platforms.

Their website, social media sites, and sales collateral were all reworked to incorporate more recent pictures of their work and testimonials. The company developed additional interactive tools to address topics important to customers and to improve brand awareness. An updated newsletter highlighting important issues within the architect and contractor community was created to ensure more consistent communication with prospects. New guides for architects were created to demonstrate the company's expertise. A marketing calendar was created to ensure consistent marketing activity along with a strategic marketing plan.

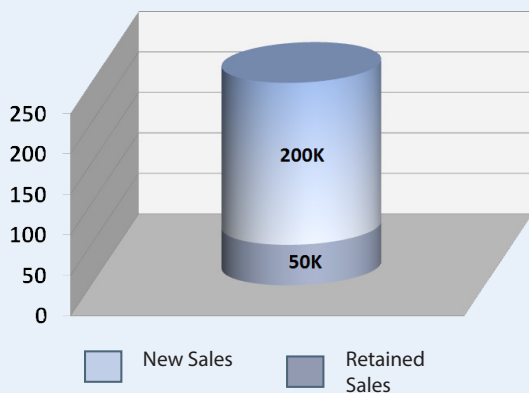
"Improving our marketing strategy was imperative to achieving profitable growth. With CMTC's assistance, we were able to connect with new customers and achieve \$200,000 in increased sales."

- Larry Niggli, Owner

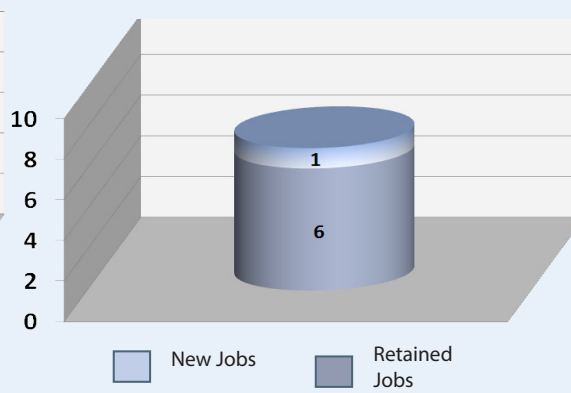
LESLIE Skylights

www.leslieskylights.net

\$250K Total Sales



7 Jobs Created & Retained



FINANCIAL & PRODUCTIVITY RESULTS

- \$200K in new sales
- \$50K in retained sales
- 1 job created
- 6 jobs retained
- \$13K in capital investments