

The Sky is the Limit for New Sales at Leslie Skylights



Leslie Skylights is a full service supplier of custom skylights, standard skylight units, and structural systems. Established in 1983, the company 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 and is located in Oceanside, CA.

The company was experiencing incremental, minor increases in revenue. They really needed an extra push to accelerate sales, as they were losing market share to larger competitors, and sales were only seasonally based.

"We really needed a stronger, more organized marketing strategy. Our goal was to increase brand awareness through coherent marketing messaging in order to appeal to new customers and see a steadier flow of sales," says Larry Niggli, Owner of Leslie Skylights.

Leslie Skylights contacted CMTC and structured marketing and sales planning sessions with management were established. Consultants helped Leslie Skylights better evaluate their competitors and determine specific areas for improvement. *"A pivotal moment for us was when our team collaborated to improve our key marketing*

messages, which were then used consistently across all of our marketing platforms," explains Niggli.

Leslie Skylights' website, social media sites, and sales collateral were additionally all improved by incorporating more recent pictures of their work and testimonials. The organization also worked to create new interactive tools to address topics important to customers. An updated newsletter highlighting important issues within the architect and contractor community was developed.



"To help us increase our brand awareness and connect with new prospects, guides for architects on material selections, glazing considerations, design issues, and other

custom skylight related challenges were created. This demonstrated our industry expertise to a number of new contacts,” says Niggli. “It was also very helpful that a marketing calendar was established to ensure we were consistently engaging in marketing activity.”



Once the sessions concluded, Leslie Skylights increased sales and developed a consistent pipeline of leads throughout all four seasons. The result was \$200,000 in increased sales and \$50,000 in retained sales, and the additional revenue enabled the company to invest in an additional staff member and new equipment.

“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 of Leslie Skylights

FEATURED CUSTOMER

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