

REAL RESULTS CASE STUDY

Sales Success in a Down Market

Background

A supplier of home goods and accessories to the retail and wholesale markets was hit hard during the recession. Worried about the future and unable to fix the problem from within, they put their trust in SRi.

The Solution

Through deep discovery and close collaboration with company leadership, SRi explored the problem from all angles to identify a solution.

“SRi found ways to enable us to attack the struggling market in an aggressive and prosperous way” says our client and company founder.

The Sales Results

Through segmentation of business groups, replacement of underperforming sales management, and implementing a new order fulfillment method (which now accounts for 20% of the company's sales), this client emerged from the recession stronger than ever, and has continued to grow as one of the top import companies serving the U.S. market today.



WINNING SALES
FOUNDATION™