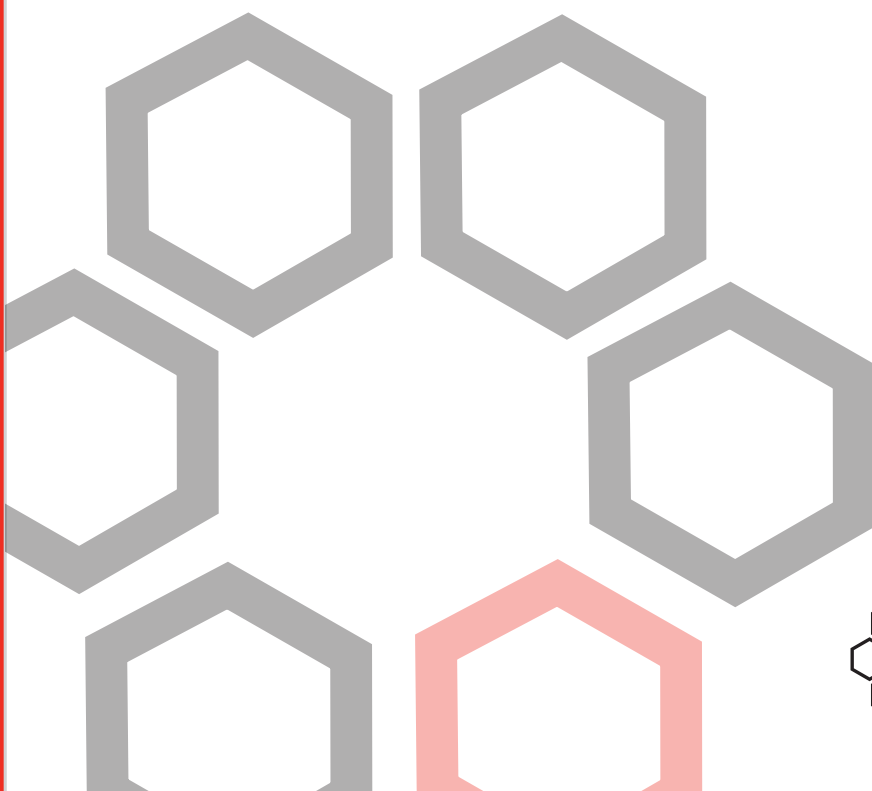


TRUFAST Corporation

Case Study

**Six Disciplines®
Strategy-Execution-Coaching®
Developing the Moves to
Achieve your Goals.**



SIX DISCIPLINES®
Total Performance Excellence™

Overview

Customer Profile

TRUFAST Corporation owned by the ALTENLOH, BRINCK & CO Group, located in Bryan, Ohio, manufactures commercial roofing fasteners, engineers fastening solutions for non-roof applications, and distributes Dow adhesives and sealants.

The Challenge

TRUFAST was searching for a tool to measure employee performance, develop a business plan, and allow for employee and management feedback.

The Solution

Six Disciplines enabled TRUFAST to track employee performance, develop a business plan to identify and put the focus on the most important customers, and incorporate employee and management feedback into business processes.

The Benefits

- Detailed tracking of employee performance
- Facilitated creation of 80/20 customer profile
- Focused sales staff on most profitable customers
- Eliminated unprofitable activity and reduced overhead
- Simplified inventory

The Result

TRUFAST defined an optimal customer profile and has used the profile to evaluate both existing customers and new customers, thereby reducing the overall customer base by 25% while simultaneously increasing profitability.

Customer Profile

TRUFAST Corporation was founded in Bryan, Ohio in 1981. Owned by Altenloh, Brinck & Co Group since 2005, the company manufactures 100% American made fasteners under the TRUFAST® and SPAX® brands at their ISO 9001:2008 certified complex in northwest Ohio. TRUFAST has been using Six Disciplines since June 2006.

The Problem

TRUFAST was looking for a way to develop a consistent, formalized business plan that also allowed for employee and management feedback. Additionally, they needed a better way to track the performance of nonproduction hourly and salaried employees.

The Solution

Through coaching, Six Disciplines helped TRUFAST to examine business in the long-term. Six Disciplines helped to improve the Company's 80/20 plan concept to enable the business to grow without necessarily adding new customers. This helped to eliminate unprofitable activity and reduce overhead by shrinking the customer base.

Centered on the concept that 20% of the customers should make up 80% of the sales, the Six Disciplines methodology helped TRUFAST to develop a customer profile that enabled them to evaluate existing customers to see whether the customer fit into the 80/20 plan. Taking this one step farther, this helped the sales team to evaluate leads to make sure that the leads either fit or had the potential to fit into the 80/20 plan. This enhanced focus enabled for the sales staff to build deeper relationships with the larger, more profitable customers. Additionally, this enabled the sales staff not to spread themselves too thin by over committing. Previously, the sales staff was traveling across their designated territories trying to visit with all the customers, they are now focusing their travel on those customers that make up the highest percentage of sales.

By applying the 80/20 concept to sales and parts, TRUFAST identified the 20% of customers who make up 80% of business, and then laid out the parts that were needed to fulfill the customers' needs, thus simplifying inventory.

Six Disciplines also provided TRUFAST a tool with which they could track employee and sales staff performance.

The challenge now is to continue using Six Disciplines so that the 80/20 process does not confine the customer base and cause a situation where TRUFAST depends on too small of a percentage of customers for most of their profit.

The Benefits

- Between 2008 and 2010, increased sales revenues by 38% while reducing customer base by 25%.
- Helped make production and sales staff be more productive by continually evaluating and developing the business plan and the 80/20 strategy.
- Helped track the nonproduction employees' performance.
- Enabled TRUFAST to build better relationships with customers, vendors, and stakeholders.

What TRUFAST has to say about Six Disciplines

"On an activity basis and on a focus basis, the Six Disciplines methodology has significantly affected profitability, and has changed the focus of business."

"Because of Six Disciplines, the 80/20 strategy is not an event; it is an ongoing process that allows us to continually evaluate our business strategy."

"Six Disciplines is more than execution, it is a deliberate process."

Visit TRUFAST at www.trufast.com. To learn more about Six Disciplines, visit www.sixdnwo.com. Or, contact Eric Kurjan at ekurjan@sixdnwo.com or (419) 348-1897.

Contact us to
learn more about
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can help your company
move forward.

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