

Manufacturer Realizes Third Quarter ROI Surge with the Help of MarketSource

OVERVIEW

A global enterprise manufacturer of building materials for residential and commercial construction utilizes a two-step distribution to reach its end users (building contractors). While the Fortune 50 manufacturer has excellent relationships with its distributors, it realized there was very little communication with more than 80% of lumber dealers that sell to contractors. With more frequent touches of lumber dealers, the manufacturer could realize a lift in sales from dormant accounts or possibly displace competitors. The secondary benefit would be that the distributors would gain more purchase orders and realize a lift in sales from the lumber dealers. This manufacturer was looking for a quick and efficient way to contact the lumber dealers, build relationships, profile the accounts for competitor and purchase history, identify cross sell opportunities, and lift revenue from the 80% of accounts not currently being called on or visited.



ACTIONS

MarketSource deployed an inside account development team, built a process to score each account, tiered the accounts, and established automated cadence for the correct amount of follow-up touches. The client assigned us more than 8,000 accounts. We contacted more than 90% of those accounts within six months. With each contact, we identified the correct decision maker, contact information, purchase history, and competitive products. After just six months, the client now had the most robust, nationwide database in the industry. Each account was then segmented into tiers A, B, and C, determined by opportunity for revenue lift of current products, cross selling, or displacing competitors for market share growth. The A accounts are contacted once per month, B accounts every six weeks, and C accounts once per quarter.

RESULTS

The goal was for 5% year-over-year growth. These accounts showed a 9% growth in Q3 of 2017. The lift in revenue from the assigned accounts represents 5X return on investment with MarketSource. This client now has an accurate database of decision makers for more than 8,000 accounts, which can be used in marketing and sales efforts.