

Leading Paint Manufacturer's Omnichannel Sales Approach Increases World's Largest Home Improvement Retailer Basket Size

Situation

CHALLENGES

- Revenue decline
- Declining target customer mindshare
- Insufficient sales bench strength

The world's largest home improvement retailer offers thousands of brands through its retail stores, online, and their pro-services channel to professional contractors. Although many brands are purchased elsewhere, select brands are sold exclusively through this retailer. One such brand is a large paint manufacturer that uses the retailer as its sole route to market for all the paint it produces and sells. This paint manufacturer had experienced a decline in its sales to professional contractors, especially with small- and medium-sized contractors. The resulting revenue decline had been a significant concern for the paint manufacturer and the home improvement retail giant. The paint manufacturer had a large field sales team that visited professional contractors in person but lacked the bandwidth to meet with all its customers. They had tried to build inside sales teams with little to no success.

Solution

KEYS TO SUCCESS

- Highly trained inside sales team
- Consistent omnichannel customer outreach
- Targeting neglected prospects

The manufacturer sought a solution to strengthen its sales mission to small- and medium-sized paint contractors in select markets. The manufacturer and home improvement retailer chose MarketSource to build, launch, and manage an inside sales center to target this declining contractor segment. The MarketSource team developed a sales strategy and implemented a vigorous omnichannel approach to deliver an outreach cadence that regularly touched thousands of previously neglected small- and medium-size paint contractor prospects.



year-over-year
revenue lift for 2
consecutive years



of revenue lift in
first 18 months



accounts touched
in 18 months

The MarketSource inside sales team managed these accounts, driving brand advocacy, promoting paint solutions, and conveying the ease of doing business by purchasing through the home improvement retailer. The declining or dormant accounts were engaged more frequently than before, bringing them back into the home improvement store to buy the paint through the exclusive channel.

Results

The MarketSource sales team delivered outstanding results for our client, including a net increase in the home improvement retailer's paint sales and market share from professional contractors and revenue lift for the paint manufacturer from its declining and dormant accounts. Additionally, the team identified and revived several large accounts that are now back in the hands of the client's field reps.