

# Building Materials Manufacturer Disrupts Industry, Realizes \$1.4 Million in eCommerce Sales



## WHAT WE DID

Inside Sales  
Channel Sales  
Channel Program Management



## INDUSTRY

Building Materials Manufacturing



## RESULTS

\$1.4 Million in eStore Sales  
100 Recurring Customer Orders  
Average Order Value Above  
Industry Average



# Lack of Focused, Effective Sales Resources Threatened Forward-Thinking Vision for Growth

## [SITUATION]

A building envelope materials manufacturer wanted to grow their residential sales through a nascent eCommerce channel. This high-margin, disruptive strategy was new for our client and the industry, as customers had always acquired their products through distributors. Our client had built an online sales channel to cater to an emerging generation of younger, digital native builders, but they lacked the resources to oversee the new channel, let alone drive sales through it.

They engaged MarketSource to manage and drive leads and sales through their eStore.

## CHALLENGES

New, uncharted eCommerce sales channel

Unfocused sales resources

Poor customer experience



## Focused, Expert Team Grows eCommerce Sales, Improves Customer Experience

### [SOLUTION]

A dedicated inside sales team conducted outbound calls to custom, luxury homebuilders in remote areas where there were no distributors, focusing on builders who would be more comfortable buying online—even making large purchases.

They also proactively built relationships with installers and contractors who had made purchases through the client's eStore in the past. We nurtured these relationships, guided buyers through the online purchase process, and then coached them post-sale to ensure their success with the product.

### KEYS TO SUCCESS

Dedicated inside sales teams

Precision relationship-building

Industry and product expertise

## Real-World Results

---



\$1.4M in eStore Sales



Average Order Value  
Above Industry Average

**\$1.4M**

in eStore sales.

We helped the client disrupt the traditional industry practice of selling only through distributors and foster the growth of their eStore. In their first year of working with MarketSource, they realized \$1.4 million in eStore revenue. Our team also secured a \$35,000 order—the client’s largest single online order to date. 100 customers now order through the eStore consistently, with an above industry average order of approximately \$1,200.

MarketSource, an Allegis Group company, is a sales acceleration company focused on delivering better outcomes for many of the world’s most iconic brands. We design and operationalize managed sales and customer experience solutions in B2B and B2C environments. Our solutions are purpose-built and tech-enabled to deliver measurable improvements in business outcomes.