

Fortune 100 Building Materials Manufacturer Realizes \$41 Million in Sales and 20% Year-Over-Year Specialty Product Revenue Growth



WHAT WE DID

Channel Sales
Inside Sales
Talent Acquisition
Training



INDUSTRY

Building Materials



RESULTS

\$41 Million in Sales Across
9 Distribution Centers

20% YOY Specialty Product
Sales Growth

More Than Doubled Specialty
Product Sales in 5 Years From
\$10 Million to \$25 Million



Fortune 100 Building Materials Manufacturer Struggled to Realize and Diversify Revenue from Tail Dealer Accounts

[SITUATION]

Our client traditionally relied on a two-step distribution model to reach its distributors—building contractors. While they had excellent relationships with its distributors, 80% of lumber dealers that sold to contractors—or “one-steppers”—were being neglected. At a minimum, they wanted a lift in sales from these dormant distributors, and ideally, to expand their portfolio of the client’s products purchased and displace competitors. Lacking its own business development team, the client engaged MarketSource to gain a better understanding of the marketplace beyond its core customer base, expand business with current distributors, keep those distributors engaged to ensure future buying, to re-ignite non-buying distributors to begin buying again, and to expand their addressable market.

CHALLENGES

No outbound business development team

Lingering effects of industry downturn

80% of tail accounts neglected

Manufacturer-distributor disconnects

Sales channel gaps and inefficiencies



Highly Trained Salesforce More Than Doubles Construction Manufacturer Specialty Products Sales in 5 Years

[SOLUTION]

We surveyed the dormant distributors and uncovered they were purchasing a significant volume of products—just not our clients'. This revealed our client's market opportunity was much larger than they expected, and they engaged us to help them capture it. Because lumber is a commodity, low margin, and difficult to sell, the client also wanted our help increasing sales of their other, higher margin, specialty building products.

To do this, we became deeply embedded in our client's business. We engaged the dormant lumber dealers meaningfully, built relationships, profiled distributor accounts for competitor and purchase history, and identified cross-sell opportunities.

We equipped our teams with hands-on training, mentoring, and collaborative, 360-degree training that enables reps to become brand ambassadors and helps them tailor their approaches to make dealers more successful.

KEYS TO SUCCESS

Recruiting top, experienced talent, ready to perform on day one

Deeply embedded in the client's business

360° rep onboarding, training, coaching, and upskilling

Swiss army knife—skills and flexibility to meet client's evolving needs



“In the face of any of the client’s sales staffing shortages or market coverage issues, short of driving forklifts or trucks, our team does whatever we need to keep their business moving forward.”

– Program Manager,
MarketSource

We also provided them with distribution-center-specific training, ongoing coaching, and team cross-training.

This customer engaged us to reactivate its dormant distributors, but they’ve come to rely on us for so much more. Since they engaged us in 2018, our team has become integral to the client’s ongoing growth, pivoting to fill unexpected gaps. For example, for every new distribution center they open, we call on and warm up the leads. And when they transitioned their pricing/quotes/inventory/delivery software, we expanded their capacity, took orders for their overwhelmed distribution centers, and prevented significant revenue loss.

Real-World Results



\$41M in Sales Across
9 Distribution Centers



Drove Specialty
Product Sales From
\$10M to \$25M



20% YOY Specialty
Product Sales Growth

Our deeply embedded team produced \$41 million in sales from nine distribution centers across the country. And they increased the sale of specialty products by 20% year over year and delivered sustainable growth. They also more than doubled the sales of specialty products in 5 years from \$10 million to \$25 million.

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.