

HELPING AN AV INTEGRATOR TO REACH THE NEXT SALES PLATEAU

BY TAKING ITS BUSINESS DEVELOPMENT CAPABILITIES TO THE NEXT LEVEL.





BACKGROUND

After 25+ years in the industry, and with a staff of 50+ project managers and technicians, ABC Co. had established one of the largest audio visual technology presences in New England. Through its comprehensive knowledge, experience and technical capabilities, it had become the region's premier full-service resource for AV design, installation and service — able to develop, integrate and support systems of any size or complexity.

Until recently, ABC Co. also maintained a steady growth rate. It offered customers tangible value, while providing employees with a stable and diverse work environment and continued industry training. This focus on building lasting internal and external relationships has served as a key business driver for years, yielding consistent results.



CHALLENGES

Breaking a persistent cycle of revenue stagnation.

In the face of an evolving industry, new competitors, changing technology, and tight economic conditions, ABC Co. could not break through the \$35 million annual sales plateau spanning the past several years. This stagnation was largely due to the inability to identify, develop, and convert new business opportunities. Outside the company's circle of clients, no one knew about their industry-leading capabilities.

Clearly, ABC Co. needed to make marketing and business development a more prominent part of its overall strategy. However, there was no plan in place to differentiate itself in the market, increase awareness, and develop new business. In addition, the company had no in-house marketing resources. Its overburdened leadership team, taxed by existing responsibilities, found it difficult to initiate and implement marketing solutions. This included a vice president of sales who lacked the bandwidth, marketing experience and internal resources to elevate the company to the next level.



A marketing makeover designed to generate business.

ABC Co. enlisted the help of TribalVision to develop a strategic marketing plan with a singular objective: to generate leads and increase sales. Our team ramped up immediately and adhered to tight deadlines throughout the planning, execution and follow-up stages.

After an intensive discovery process, the TribalVision team outlined the steps that needed to be taken to improve the company's overall position within the industry — and to ensure each marketing dollar would be spent as efficiently and intelligently as possible. The end result was a comprehensive strategic and tactical plan for the year ahead that focused on:

- An updated brand profile was rolled out into all messaging and content, including sales pitch decks, collateral pieces, and presentation materials
- The creation of a more sophisticated look-and-feel that matched the technical capabilities of ABC Co., while presenting these competencies in a way that will resonate with both prospects and existing clients
- The strengthening of ABC Co's existing marketing assets including; website, print materials, email and sales presentations
- The creation of a unified body of brand and product messaging that could be leveraged across a variety of media channels
- Recommendations on the most appropriate media channels to use, with established metrics to accurately assess the performance of each initiative
- A detailed action plan to improve the company's sales and business development capabilities that included weekly marketing initiatives to be carried out

- The creation of new marketing assets for ABC Co's sales and business development staff. These assets were designed to help identify, qualify and convert new contacts and leads

The multi-faceted strategy was further strengthened with a set of varied and integrated marketing initiatives including:

- Management and fine-tuning of sales databases with full CRM integration
- Overhaul of company LinkedIn page, augmented by training for sales staff on effective lead-gen tactics
- Outreach campaigns across various channels including email marketing, LinkedIn and manufacturer-funded direct mail
- Event planning and execution, including optimization of trade show assets. This included a pre-event effort to drive high-value targets to the industry's major regional event
- Establishment of BoldChat functionality on the ABC Co. website: a robust solution designed to encourage initial engagement and improve customer support capabilities

These integrated initiatives served to highlight the capabilities of ABC Co., solidify its reputation as a premier AV integrator, and position it to convert new and bigger business opportunities. With the support of TribalVision, the company also engaged in a highly competitive bidding process for a key piece of new business. This culminated in a record-setting deal for ABC Co., which beat out an incumbent competitor in the process.



Providing a competitive edge and an immediate return.

By working closely with TribalVision, ABC Co. achieved a complete makeover of its marketing and business development efforts. Our comprehensive marketing initiatives increased the company's revenues by over 50% in just one year.

The company's new brand identity and messaging were carried across multiple marketing assets including stationery, pitch/sales presentations, proposal templates, and web/interactive content. These new and upgraded assets now provide a clearer view of the extensive capabilities and high-quality execution that ABC Co. brings to each customer engagement. They also position the company as the region's go-to resource for leading-edge AV integration solutions.

With a clearly defined marketing plan in place, ABC Co. is also benefitting from greatly improved capabilities for marketing/outreach, business development and lead conversion. This gives the company a distinct edge in a highly competitive market — enabling them to win the larger, more complex projects needed to boost revenue and ensure consistent growth.

