



**GLOBAL
BUSINESS
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GLOBAL
SOLUTIONS**



**CLIENT
CASE
STUDIES**

GSSI IMPROVES INTERNATIONAL SALES AND MARKETING APPROACH

CLIENT:

US Technical Equipment Supplier of specialty products targeting a global distribution footprint

MARKETS:

Manufacturing

SOLUTION:

Develop regionalized distributor/dealer network supported by local branding and versioning to personalize sales products. Improve go to market strategy in specified regions

BENEFITS:

Sales revenue improvement and improved international market share. New sales and distributor network that met regional market requirements

ACTION:

Analyzed and assessed current international distributor network of over 100 members in 80 countries. Reviewed each regions issues and distributor concerns. Further evaluated budget versus local requirements for improvement. Identified alternative fulfillment and warehousing opportunities.

CRITICAL SUCCESS FACTORS:

Strengthen ability to gain and improve distributor loyalty. Modification of sales channels and distribution to improve fulfillment and speed to market. Regionalized sales materials with local versioning for each country.

SOLUTION:

Work closely with client to develop direct sales organization to support distributor network. Identify budget constraints and to propose a plan to regionalize collateral versions to meet distributor partners local requirements. Assist in identifying new distributors and replacement strategy. Develop new warehousing and fulfillment partners to improve distribution requirements.

KEY BENEFITS:

Client realized \$25 million in incremental revenue and improved market share in year three. Shortened planned strategy implementation to within a two year period. Development of new direct sales organization and refined distribution network. Improved distributor/dealer loyalty with localized sales material versioning.