



Case study – Electronic components manufacturer

Our customer needed to increase sales effectiveness and build relationships with mechanical and electrical consultants to do so. We worked with the sales team to understand what high quality project leads looked like and tailored their subscription accordingly. Sales have increased significantly and the sales team now has relationships with the right consultants.

“Glenigan has enabled us to increase new sales revenue and get ahead of our rivals”

The company

Our customer manufactures and supplies electronic components to new construction projects across the UK.

The problem

Our customer came to us to help them increase sales by identifying new opportunities for their desk and field based sales teams to pursue. The components our customer supplies need to be sold into construction projects in the design/inception stage or as early in the building process as possible and can be sold into a wide range of project types nationwide.

Our customer felt that their sales operation could be more effective if the team could be provided with high quality opportunities, rather than relying on ad hoc activity such as word of mouth or finding out about new projects in trade press or websites. The large number of relevant projects meant that not targeting the right ones could result in substantial lost revenue. Our customer used to carry out their own research to deal with this problem, but found they did not have the time or research expertise to do it effectively.

The solution

We established that to achieve sales growth our customer needed to increase the number of mechanical & electrical consultants and sub-contractors that use their products by identifying the right ones to target and then building relationships with them.

By understanding the sales team and clearly defining what high quality opportunities looked like we added a weekly delivery of project leads by email to the online subscription. This allowed the sales team to seamlessly fit our data into existing practices. Notes are recorded against each project online to monitor progress and update alerts help communicate with prospects at the right time.

We have carried our regular reviews of how Glenigan is being used to ensure our customer gets the best results and quickly learns how to use new functionality. To increase efficiency we worked with the sales team to refine how they search for and select projects. Additional training has also been provided to get new members of the sales team up to speed.

The outcome

The sales team now focuses on high quality sales opportunities. This increased effectiveness has substantially boosted revenue growth. Regular updates to our project and company intelligence have enabled the sales team to target opportunities at the right time, build strong relationships with key mechanical & electrical consultants and sub-contractors to gain a competitive advantage.

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