



# Metal Fabrication Case Study

# Generating New Revenue

## Client Overview

Company: Metal Fabrication

Current Revenue: 5.5M

Years in Business: 80

Employees: 30

## THE **BIG WIN**

Closed **\$1.2M**  
in new business in the first year

### **THE KEY CHALLENGES:**

- Largest client (\$1.2M) would not generate revenue the following year
- Sales team consisted of one independent rep, who wasn't bringing in new clients
- Revenue came through referrals and timing was unpredictable
- Owner was responsible for over 50% of annual revenue
- Leads went into a notebook and no one followed up
- Owner wanted to transition out of the business in 5 years

### **THE CORE SOLUTIONS:**

- Built sales infrastructure, hired sales personnel and later engaged as Outsourced VP of Sales
- Hired business development representative from outside the industry
- Reassigned independent rep's accounts to reduce labor costs
- Installed a CRM customized to fit client's unique needs, built dashboards to monitor key metrics, pipeline and sales forecasts
- Redefined focus to sell through architecture and engineering firms
- Developed "lunch and learn" program that led to significant pipeline growth

### **THE RESULTS:**

- Generated \$10 million in pipeline revenue in 6 months
- Closed \$1.2 million in new business in the first year (previous year was \$0)
- Saved \$25,000 in independent rep commissions (without any loss of performance)
- Cut lead generation company's cost by 50%

### **BOTTOM LINE:**

The owner now sees how retirement is possible in the next 5 years. He now focuses on leading the company, rather than working "in the company". He admits that finding the best salesperson is better than looking for industry experience.

He feels more in control of his future because they are now generating new revenue, rather than waiting for revenue to come to them.

---

**To learn more about how an  
Outsource Sales VP can help  
you grow your business call:**

**860-573-8782**

**scott@newenglandsalesolutions.com**



**New England Sales Solutions**  
[www.NewEnglandSalesSolutions.com](http://www.NewEnglandSalesSolutions.com)