

## MAESTRO STEEL DETAILING

### MANUFACTURING

#### CLIENT DESCRIPTION

Maestro Steel Detailing is a steel detailing solutions provider that supports fabricators and steel contractors nationwide. Using the latest cutting-edge technology, the corporation offers steel detailing, connection engineering, pre-engineering, BIM, joist and deck detailing, PE seal and stamping, and more.

#### CUSTOMER REQUIREMENTS

Maestro contracted SFI to quickly and effectively launch and manage a sales force in the US to increase revenue growth and market share.

#### SALES FOCUS INC. SOLUTIONS

SFI was contracted to hire, train, and manage a sales team that would aggressively target businesses in the US. SFI performed a target market analysis, client acquisition strategy, process implementation, and organizational development for the commercial sales force.

#### RESULTS

SFI has had a long-term relationship with Maestro since 2014 and has provided its corporation with a professional sales force, supporting its brand identity, sales, and revenue growth.