

WIRE AND CABLE DISTRIBUTOR AND MANUFACTURER

The Client supplies specialty wire and cable products to ensure its clients can deliver reliable quality and value to their customers. They work intensively with customers' design and engineering teams to make sure they supply components that meet demands, reduce costs, and optimize installations.

CLIENT REQUIREMENTS

The Client was looking to increase outbound call volume for its composite cable, a tray cable with colored wires that match the colors and numbers on the generator. This makes installation easier and reduces labor time by more than three hours. The cable is distributed exclusively by the Client to 8,000 Generac dealers nationwide. Revenue for this product had been stagnant for three years due to inventory. The Client now had the inventory and needed a sales agent focused on reaching out to an untouched customer base for the composite cable.

SALES FOCUS INC. SOLUTIONS

In less than 45 days, Sales Focus developed a sales strategy, implemented the processes, and hired a seasoned sales representative with experience in manufacturing. SFI quickly trained the agent on the Client's products and processes, so they could begin calling Generac dealers.

RESULTS

For 2024, our sales agent **averaged 103.8% to quota**, generating more than **\$2.3 million** for the Client. They **averaged \$195,705 in revenue per month** over the year. At the end of the yearly contract, the Client decided to hire the sales agent in-house for the start of 2025 as a part of its company's sales team.

CLIENT REVIEW OF SALES FOCUS INC.

"Sales Focus and the team were very helpful in meeting our sales goals. To the point, we ended up hiring their team member who had been working on our project. Thanks, SFI!"

– Sales Manager