

## Large Wholesale Distributor Identifies 13,000 New Prospects They Were Not Contacting



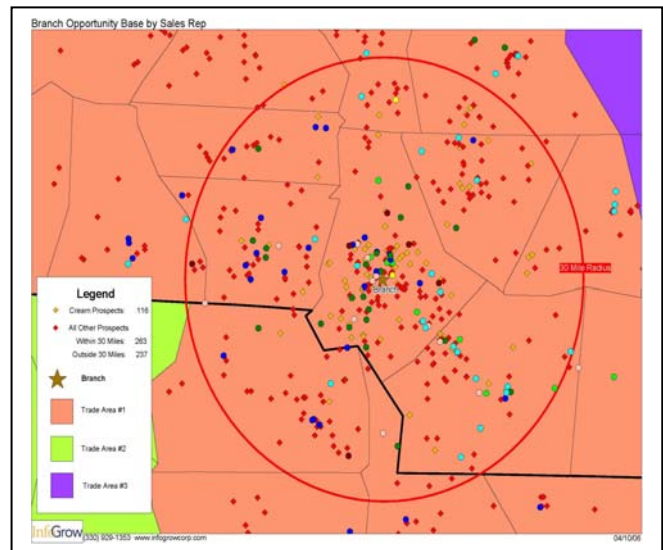
*Major HVAC Distributor Teams Up With InfoGrow Corporation to Determine and Increase Market Share Potential*

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**Client:** A major distributor of HVAC equipment and supplies, commercial roofing products, and sheet metal fabricating equipment, with sales in excess of \$250 million. They have 14 distribution branches throughout 7 states and sell through 45 outside reps along with an in-house sales team.

**Challenge:** The company needed to determine their existing market share and their market share potential as they moved into a new product line. They wanted to keep their reps focused and make sure they were not overlooking any opportunities.

**Solution:** They consulted with InfoGrow Corporation, a leading provider of sales and marketing effectiveness tools. First, InfoGrow analyzed and mapped their existing 5000 customers by size, industry type and location. Next, they analyzed and mapped all companies within the distributor's sales regions that had the same characteristics of their current customers. To the company's amazement, InfoGrow found an additional 13,000 prospects – companies just like their customers, their sales teams were not calling on.



**Results:** Increased sales. Bigger market share. Focused sales reps. And, the benefits are growing. This initial market share analysis is leading the way to marketing strategies and projects that address the following:

- Reassignment of customers
- Where to place new reps
- Where to draw the line between inside house accounts and outside reps
- How to prioritize customers and prospects
- How to determine “wallet share”
- Territory Optimization
- Competitors market share

InfoGrow is now working with the client to realign sales territories and sale rep workloads. In one case, it was discovered a top salesman who was assigned 100 customers was only working 20 of them. Not to mention, there were 80 more like prospects in his territory. A good rep, but he was consistently meeting his quota with just 20 customers. This told them to open up another territory with an additional rep to work these customers and prospects.

## **About InfoGrow Corporation**

InfoGrow accelerates sales & marketing effectiveness through strategy, process and technology. Seventeen years of experience has taught us that technology without strategy and process is a wasted investment. As experts in location intelligence, mapping and CRM, we help you identify your best prospects, discover any missed opportunities, focus your reps on your most profitable accounts, reduce marketing waste and optimize sales productivity. To learn more, visit [www.InfoGrowCorp.com](http://www.InfoGrowCorp.com).