



### **SITUATION:**

A distributor of capital equipment was losing share in key markets and needed to recapture market share and to grow revenue.

### **CHALLENGE:**

The organization had a sub optimal value proposition with the targeted channel partners and end customers.

### **SOLUTION:**

Northpoint developed a 6-point market attack plan that centered on dealer recruitment and streamlined sales focus on the 15% of the portfolio that delivered 90% of revenue. Northpoint also analyzed and restructured the client's marketing process.

### **RESULTS:**

Sales of the primary product lines increased 28% in the next fiscal year. Stocking and carrying costs were reduced by 18%.

## **SUCCESS STORY**

### **Industry:**

Capital Equipment Distribution

### **Practice Areas:**

- Market & Channel Strategy
- Market Entry & Market Research
- Sales Operations

## **ABOUT**

### **Northpoint Business Advisors**

Since 1995, Northpoint has been successfully helping companies of all sizes accelerate revenue growth. More than 200 companies have discovered the value of engaging Northpoint to take a comprehensive look at their existing business models and strategies. And we think you should as well.

Northpoint offers a full range of services that will help your organization drive growth:

- Strategic Planning
- Market & Channel Strategy
- Market Entry & Market Research
- Sales Enablement
- Sales Operations
- Innovation Acceleration



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