

# CASE STUDY: B2B PROMOTIONAL PRODUCTS COMPANY

## PARTNER OVERVIEW

25 year old promotional products company that focuses delivering forward-thinking promotional solutions to energize every business. Partner works with businesses of all sizes, from small to Fortune 500.



## GROWTH HURDLE

Leadership brought on new sales talent and needed to put in place a true sales system. While leadership had success growing their business via referrals and recurring client orders, there was motivation to capture more market share via an outbound salesforce. They were looking for someone to come in and work hand in hand with the sales team to engineer a “sales machine.”



## OUR SOLUTION

Grey Matter worked with leadership and the sales team to build a highly scalable, and highly effective sales process, leveraging automation & innovative technology. Grey Matter started top down with the client, helping better identify who their true buyer personas were using past sales data, how they were going to target them in the future, the outbound messaging that would be used, and introduced automated systems to help the reps reach out to clients at scale without sacrificing the personal touch.



Grey Matter also helped the client ideate and implement a content marketing strategy that incorporated recurring thought leadership articles as well as monthly segmented email marketing campaigns.



## OUR RESULTS

**4.52x** ROI by Engaging Grey Matter