

How The CustomerCreation Process Drives New Customers And Sales For:



A Behind-The-Scenes Look

A Creative Firm.
LazorYost
MARKETING & DESIGN

Case Study

STEP 1



TeamSledd is a WV wholesaler selling products into convenience stores. Competing wholesalers are feisty and focused only on low price. In addition, finding and capturing new convenience store clients is essential to survive and grow.

After conducting discovery meetings and retailer research, LazorYost uncovered convenience store retailers face painful retail problems every day. And while they look for a wholesaler to provide low prices, they also need a business partner to help them solve these daily challenges against competitors.

Also, retailers need to sell higher margin products and programs, and find ways to differentiate their stores to make them retail destinations. We knew TeamSledd could provide these value-added services, but it was critical to understand how the decision to switch wholesalers was going to be made by retailers.

STEP 2



LazorYost found that while convenience retailers consider price when "bidding out" their wholesale needs, they are also very open to evaluating a new wholesaler if that company can add extra value and competitive leverage to the retailer's organization.

Understanding this insight allowed LazorYost to recommend TeamSledd TOTALLY focus on the problems of the retailers, and not on things like wholesaler's history and a slew of products and prices. It was a change from "let me tell you about us" to "let me hear your challenges." This refocus was transformational for TeamSledd.

Finally, LazorYost uncovered that everyone on the TeamSledd staff could leverage their combined 216 years of retail experience, especially in the food service arena... a critical area for growth. This retail experience would "sync up" nicely with prospective convenience store prospects when they were deciding on a wholesaler.

STEP 3



Ultimately, the key marketing challenge for TeamSledd was: "How do we create a differentiated marketing campaign to unseat competitors and capture new business in a ultra-competitive low-price category?"

LazorYost leveraged our retail knowledge of the C-store category and created a campaign to communicate TeamSledd's six key strengths to retailers.

The "Your Retail Partner" campaign not only differentiates TeamSledd in a low price world, but also communicates the value TeamSledd brings to convenience retailers everyday.

CLICK THIS LINK TO VIEW THE CAMPAIGN
http://lazoryost.com/wholesale_distribution.htm

Results: LazorYost Campaign

Within four months, TeamSledd was included in major new business presentations for major convenience store chains, and won the first five they entered. Annual sales volume is up, and hiring new sales staff is also expected.

Click on the CustomerCreation Logo Below To Learn How Our Three-Step Process Can Grow New Customers & Sales In Your Company.

