



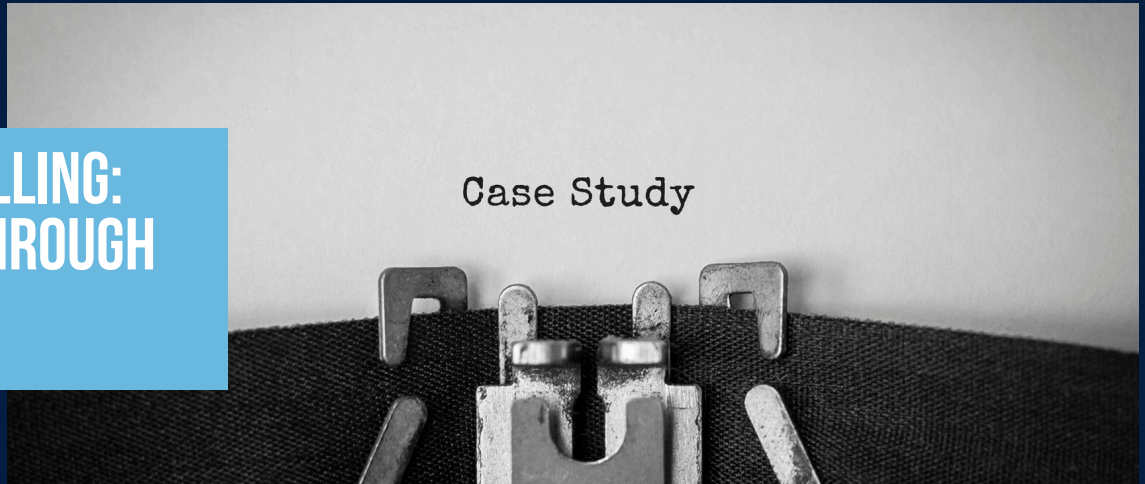
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FRACTIONAL SOLUTIONS

SPECIFICATION SELLING: CREATING PULL-THROUGH DEMAND

Case Study



1. OVERVIEW

A client selling commoditized products exclusively through dealer channels faced significant challenges with end-user engagement. Their business model positioned dealers as the sole connection to customers, creating vulnerability when dealers substituted lower-priced competing products. This dynamic made sales goals directly dependent on dealer loyalty rather than end-user preference.

2. CHALLENGES

- Limited End-User Relationships: No direct connection with actual product users
- Brand Anonymity: Low brand recognition among end-user segments
- Easy Substitution: Dealers frequently switched to lower-priced alternatives
- Dependency Risk: Sales success entirely reliant on dealer promotion efforts
- Competitive Disadvantage: Competitors actively employed specification representatives to create end-user demand
- Market Visibility: Lacked direct feedback channels from the marketplace

3. SOLUTIONS

- Restructured Sales Approach: Implemented balanced go-to-market strategy with 50% of sales team efforts dedicated to direct end-user engagement
- Developed Strategic Market Mapping: Created regional heat maps identifying maximum opportunity in five prioritized vertical markets
- Established Account-Based Focus: Targeted top five customers within each priority vertical to build direct relationships
- Instituted Specification Program: Developed formal process to secure product specifications and enhance brand visibility among end-users, brands, and agencies

4. RESULTS

- Quadrupled Brand Engagement: Achieved dramatic increases in website visits, social media interactions, quote requests, and inbound leads within just three months
- Secured \$1.5M in Annual Contracts: Obtained exclusive high-volume usage specifications generating significant recurring revenue
- Enhanced Channel Performance: Reduced product substitution while creating pull-through demand that benefited dealer partners
- Strengthened Market Position: Established direct relationships with key decision-makers and reduced dependency on dealer-driven sales

5. CONCLUSION

While dealer and distributor channels remained vital components of the sales strategy, shifting from complete dependency to a balanced approach transformed the company's market position and growth trajectory. By directly engaging with the end users who specify and use their products, the company added a new, profitable, and predictable dimension to their sales efforts. This strategic pivot not only delivered immediate revenue gains but established a sustainable foundation for long-term brand growth and reduced vulnerability to dealer substitution.



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