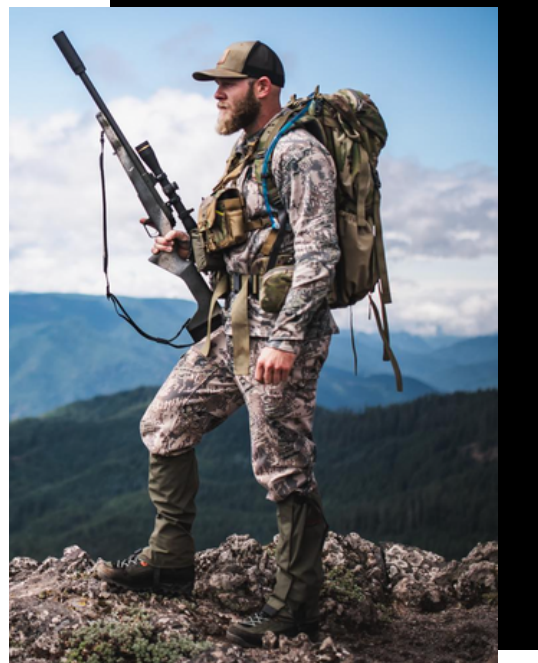


STRATEGY COURSE-CORRECT CASE STUDY

Half-way through the year, with no strategic direction, the suppressor company was on pace to miss revenue targets by millions.



AT A GLANCE

Challenges

- Limited Customer Knowledge
- No Defined Sales or Marketing Strategy
- Budget Mismanagement
- Inadequate Team Organization and Resource Misallocation

Benefits

- Realigned Spending
- Optimized Team Resource Configuration
- Executed Massively Successful multi-faceted Q4 Strategy



"Working with Reid brought a level of energy, direction, and alignment I've not experienced before with Marketing and Sales, and the results were flat out amazing! He singlehandedly built us a plan to course-correct our strategy, or lack thereof, and salvaged our entire year's performance. I hope I can work with Reid again real soon."

Director of Sales

"The numbers we produced in Q4 were so good it was scary. They were so impressive for a period I thought I was missing something. Reid's plan and leadership helped us achieve our performance expectations for the year, and then some."

Director of Finance

OVERVIEW

A midwest-based suppressor manufacturer and retailer, faced significant challenges in achieving revenue targets and lacked a clear marketing strategy. Reid, serving as the Executive Director - Sales & Marketing, led a 7-month Fractional consulting engagement to address these issues, execute a monumental year end campaign, and drive transformative change leading to the group beating annual revenue targets by over \$4 million. With a business model pivot on the horizon, we also set the company up to support a new corporate structure and additional service offerings.

RESULTS ACHIEVED

Q4 Campaign Strategy

A campaign structure for Q4 was built unlike the organization or industry had ever witnessed. As the COO described, the company went "all in on Q4" and it paid off in orders of magnitude setting record revenue figures in October, November, and December.

New Partnerships

New relationships were established with industry giants, other manufacturers, influencers, and members of the media to help promote and share the efforts of the organization.

Product Launches

Not one, but two new products were launched in the last half of the year, both widely successful and spanning different customer segments and use cases.

eCommerce Tidal Wave

By giving more attention and focus on the right product mix better advertising, the company ended the year beating December's eCommerce budget by over 800%.