INSTALLING A NEW SALES MANAGEMENT PROCESS

ABOUT SAFETEC OF AMERICA INC. Founded in 1991, Safetec of America manufactures over-the-counter healthcare products for infection control, health safety, and first aid. The company sells its products via private label agreements and under the Safetec brand name through distributors and contract packagers. Safetec is based in Buffalo, New York, and has around 60 employees.

THE CHALLENGE. Safetec had experienced significant sales growth after engaging in a strategic marketing project with Insyte Consulting, part of the MEP National Network. However, after a few years, the company found that sales were beginning to level off. Although the Safetec sales force was working harder than ever, sales were still ebbing and flowing around the same level. Company leaders reached out once again to Insyte.

MEP CENTER’S ROLE. A consultant from Insyte carefully analyzed Safetec’s sales channels, customers, and internal sales management practices. The analysis determined that the management practices Safetec relied on to reach its current sales level would not be sufficient for achieving the next level of growth.

With help from Insyte, the project team developed and implemented a new methodology for prioritizing customer sales opportunities. The company created a tool for managing sales activities to focus the sales team’s limited time on the best opportunities. This cultural shift required Safetec leadership to continually reinforce the new practices.

In addition to producing new standard operating procedures for sales measurement, Insyte helped the Safetec team to better align their marketing activities to support their sales outreach efforts. The company increased sales and added two new people to the sales team.

"It was very different from what we had been doing, so we had to be persistent in following through to get the new practices to stick. We continue to make improvements on Insyte’s recommendations, and now have greater confidence in where and how to increase revenues."

-Ken Bianchi, Vice President, Sales and Marketing

RESULTS

- Added 2 new salespersons
- Increased annual sales by 10%
- Implemented new standard operating procedures

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