

FROM SOLUTIONS TO SUCCESS: HOW SALES MASTERY BOOSTED INPRO TECHNOLOGIES' CUSTOMER ENGAGEMENT AND REVENUE

ABOUT INPRO TECHNOLOGIES, INC. INPRO Technologies, Inc. (INPRO), based in Maryland, is a company that specializes in providing equipment solutions for manufacturers. With over 30 years of experience, INPRO has established a reputation for delivering cutting-edge technology and custom-engineered solutions across various industries. They offer expertise in areas such as UV curing, surface treatment, and web cleaning systems, helping manufacturers enhance their production efficiency and product quality.

INPRO's approach is highly customer-centric, working closely with manufacturers to understand their unique processes and challenges. This allows INPRO to design and deliver tailored equipment solutions that integrate seamlessly into their customers' production lines. Over time, they have expanded their capabilities beyond supplying equipment, developing a team skilled in designing and delivering custom-built machines for a diverse range of manufacturing needs.

THE CHALLENGE. Although primarily known for supplying advanced technology, INPRO would often step in to help customers integrate these solutions into their production lines. Over time, this led to the development of a team with expertise in designing custom machines for a wide range of industries. However, this expanded capability remained largely unknown beyond their existing customer base. INPRO faced the challenge of effectively communicating their enhanced offerings and building trust with new customers unfamiliar with their full range of services.

MEP CENTER'S ROLE. To overcome this challenge, INPRO partnered with Maryland MEP, part of the MEP National Network™, and Sandler Sales to deliver the sales mastery training program to its leadership and sales team. The program focused on developing sales strategies, improving communication skills, and applying success principles. The training helped INPRO's sales force to ask more insightful questions and actively listen, enabling them to better understand their customers' needs and relay these insights to the engineering team. As a result, the sales process shifted from a traditional selling approach to more meaningful discussions about the impact on customer goals.

The outcome was transformative. INPRO saw a 45% increase in sales and began securing bids on larger, more profitable automation projects. The sales team gained the skills, confidence, and knowledge needed to expand both their customer base and overall revenue, positioning INPRO for continued growth in new markets.

"The training we received helped us have meaningful conversations with customers. With better conversations, came better understanding. And when we better understand our customers in manufacturing, we can better serve them."

-Eric Couch, INPRO Technologies

RESULTS



2 jobs retained with a certification in Sandler Sales Mastery



45% increase in sales



Expansion into new markets



Long-term sales team development



Operational efficiency from the streamlined sales process

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