

COACHING AND CONSULTING SERVICES BOOST SALES AND CREATE JOBS

ABOUT COOPER ENTERPRISES, INC. Cooper Enterprises, Inc. is a trusted contract manufacturer specializing in wood and laminated components, as well as complete assemblies. Since 1965, they have been a dependable outsourcing partner for industries such as store fixtures, retail displays, commercial casework, office furniture, recreational products, and industrial components. Operating from a 200,000-square-foot facility in Shelby, Ohio, their team of over 100 skilled employees is committed to delivering high-quality products. Customers partner with Cooper to expand their production capacity and capabilities through their advanced CNC machining, edge-banding, laminating, and assembly services—all tailored for a wide range of materials.

THE CHALLENGE. The sales leader at Cooper Enterprises contacted MAGNET for assistance in enhancing their sales skills to boost revenue. The company recently hired a new inside sales representative who needed training to perform their role effectively. This inside sales representative was responsible for engaging with 45 targeted prospective customers for Cooper's new line of closet and garage products and scheduling meetings on behalf of the company's President.

MEP CENTER'S ROLE. Training and coaching were provided to strengthen key sales and communication skills. The sessions focused on value messaging, conducting effective prospecting sessions, and establishing a consistent prospecting cadence. Participants learned how to create value-based voicemails and refine email sequences through targeted coaching. Emphasis was also placed on developing a strong prospecting mindset, and each new associate took part in a half-day, one-on-one coaching session to put these concepts into practice.

"Not provided"

-Mike Murray, President

RESULTS



\$2,000,000 in increased/retained sales



3 increased/retained jobs



\$75,000 in cost savings

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