

CASE STUDY

## The Sales Factory + B&D Industrial

How The Sales Factory's expertise helped B&D Industrial launch their new product to market

The Sales Factory is your partner in growth with strategic sales, lead generation, and market intelligence solutions. Accelerated with a data-led, technology enabled, talented and driven team with a proven system to deliver results.

### OVERVIEW

For over 75 years, B&D Industrial has been known for its mechanical bearings and drives in the industrial arena. They ventured into the uncharted territory of IoT with their OptiPro solutions. Imagine a platform that gathers and analyzes data from various devices and sensors. It streamlines it all onto a user-friendly dashboard. This data helps factories reduce waste and improve efficiency with actionable insights.

### CHALLENGES

B&D Industrial came to The Sales Factory with a couple key hurdles in getting OptiPro to market that they were looking to solve. B&D struggled to reach the ideal customer for their new product OptiPro and wanted to get it to market. Their expertise was in selling industrial scales, and the Optipro product required targeting a different market segment, specifically in the food and beverage industry which was beyond their current knowledge and experience.

### BENEFITS

#### Benefit One - Clarity

Provided clarity and quickly defined client challenges and desired outcomes for effective communication.

#### Benefit Two - Focus

Prioritizes immediate needs and data-driven solutions, avoiding unrealistic promises and false expectations.

#### Benefit Three - Speed

Account Management team works persistently and swiftly to accelerate progress and deliver success.

### AT A GLANCE

#### CHALLENGES

- Market Knowledge
- Expertise
- Capability
- Product-Market-Fit

#### BENEFITS

- Clarity
- Focus
- Speed



“We did not have the reach or access to get to contacts within the ideal customer profile we were looking for. We needed help and we needed to figure out how to scale that”.

**John Finnegan**

VP & GM, B&D Industrial

“Our biggest challenge was that we did not have the reach to get to ideal contacts we were trying to target. The Sales Factory helped us get to and meet with high quality prospects to discuss options.”

– John Finnegan, VP & General Manager

## AT A GLANCE

### SOLUTIONS

- Targeted Approach
- Product Validation
- Ongoing Feedback
- Funnel Management

### OUTCOMES

- Product Development
- Cost Savings
- Accelerated Entry
- Enhanced Strategy

## HIGHLIGHTS



### 1 YEAR

Ongoing Partnership & Engagement



### 100 MEETINGS

36 opportunities created and in pipeline



### 1 CONTRACT

And over \$1 Million in pipeline generated and ROI of 3x

## SOLUTIONS

The Sales Factory's proficiency in market segmentation, targeting, and product validation, combined with extensive sales experience in the food and beverage industry, facilitated OptiPro's journey from concept to conversion. Serving as B&D Industrial's comprehensive sales partner, The Sales Factory managed the entire sales funnel, from prospecting to close, enabling John and the B&D Industrial team to swiftly bring OptiPro to market with success.

## OUTCOMES

The Sales Factory's expertise and strategic guidance, B&D not only overcame the challenges they came to The Sales Factory to help solve, but also achieve product feature development & cost savings in doing so. The collaboration led to the development of 15-16 new features for OptiPro, informed by 30-35 demos facilitated by The Sales Factory. This process also resulted in significant cost savings, estimated at around \$60,000. This helped accelerate market entry and enabled OptiPro to get in market sooner than anticipated.

## RESULTS

The partnership between B&D Industrial and The Sales Factory expanded beyond initial exploration in a new vertical. In addition to prospecting, lead generation, and sales, we assisted B&D Industrial with in market expansion, product fit, and R&D. The Sales Factory offers services to test, incubate, and prototype new products and services, providing a faster and more cost-effective alternative to creating an entire in-house team. For aspiring intrapreneurs within companies, this approach offers a streamlined path to realizing ideas with minimal resistance and accelerated success.



Industrial Products

[www.bdindustrial.com](http://www.bdindustrial.com)

Macon, Georgia, USA