

SUCCESS STORY

OPPORTUNITY

- **Business Unit:** AccuformNMC
- **Channel partner:** Large regional distributor
- **Industry:** Industrial/safety distribution
- **Customer type:** End user, large logistics company

Distributors with a strong safety focus but narrow category coverage are prime candidates for gap analysis driven expansion.

Joe Imber



SITUATION

- Distributor struggled to expand into new categories despite strong safety orientation
- They had missed revenue opportunities due to limited assortment focus

SOLUTION

- Developed a gap analysis to identify missed opportunities
- Aligned on shadow boards as a priority expansion category
- Provided guidance and support to position shadow boards for safety and not just JanSan

WHY WE WON

- Clear data driven gap analysis highlighted missed revenue
- Shadow boards aligned naturally with distributor's safety focus
- Built early excitement and confidence in selling a new category

RESULT

- Secured an initial deal with a large logistics company
- Deal value estimated between \$50K and \$75K
- Opened the door for further category expansion