

First Category Opens Doors

Justrite | Industrial Distribution | Spill Containment |
Maintenance Spill Berms | <\$25K



IMPACT SNAPSHOT

One Product Category Opens the
Door to Long-Term Growth

- \$20K initial berm stocking order
- New product win with existing customer
- Established recurring business opportunity
- Opened discussions around additional JSG product categories

KEY QUESTIONS

- Which safety product categories are sourced from multiple manufacturers today?
- Are there opportunities to consolidate suppliers?
- Who makes stocking decisions for your safety products?
- Could one successful category lead to additional opportunities?

PROBLEM

Distributor was purchasing spill berms from another manufacturer

- Existing berm business was awarded to another supplier
- Previous engagement had not reached the right decision-makers
- Distributor wanted to reduce overall costs while expanding product offerings
- Winning the first product category was key to building the relationship

PLAN

Use existing relationship to build better communication

- Leverage buying group relationship to connect with key contacts
- Reintroduce JSG to the appropriate decision-makers
- Present competitive pricing and potential customer savings
- Focus on earning the first category before expanding into others

SOLUTION

Deliver a stocking program that created a foundation for growth

- Distributor stocked JSG Maintenance Spill Berms
- Initial order included two high-demand berm sizes
- Competitive pricing created immediate value
- Successful implementation opened discussions around additional product categories

REPEAT

Win one category, then expand the relationship

- Take advantage of existing networks to strengthen distributor relationships
- Verify you're engaging with the right decision-makers
- Focus on replacing one competitive category first
- Build momentum into additional product lines