

Justrite Safety Group

# From Presentation to PO in 24 Hours

## Portfolio education creates an immediate distributor win and a path to expansion

Justrite | Construction / Data Centers | Spill Containment | 6' x 8' Berms | <$25K

## IMPACT SNAPSHOT

- First order generated within 24 hours of distributor presentation
- 4 spill berms converted from a competitor
- PO received within 30 minutes of inventory confirmation
- Expansion path identified across key data-center markets

## KEY QUESTIONS

Which distributors are your major contractors required or encouraged to buy through?

Which JSG categories are those branches currently unaware of?

Where are the contractor's largest active projects?

What products do those branches need available for immediate project demands?

### 1. PROBLEM

**Distributor didn't fully understand the breadth of JSG solutions**

- Contractor relies heavily on its affiliated equipment distributor
- Branch had limited awareness of JSG's broader portfolio
- Immediate spill-containment need was originally headed to another manufacturer

### 2. PLAN

**Win the distributor to gain access to the contractor**

- Present the broader JSG portfolio to the local distributor branch
- Focus on branches serving active data-center projects
- Build awareness before specific product needs arise
- Support immediate opportunities with responsive inventory information

### 3. SOLUTION

**Turn portfolio awareness into immediate fulfillment**

- Four 6' x 8' berms matched the customer's immediate need
- Inventory confirmed with 11 units available
- Distributor issued the PO within 30 minutes
- Same-day shipping capability supported the urgent project requirement

### 4. REPEAT

**Build the gateway, not just the individual sale**

- Identify distributors embedded within major contractor programs
- Educate branch teams on the full JSG portfolio
- Prioritize branches serving high-growth construction markets
- Respond immediately when the first opportunity appears

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