
Manufacturing Industry

G&G INDUSTRIAL LIGHTING

A CASE STUDY BY JOLT CONSULTING GROUP



G&G INDUSTRIAL LIGHTING | SALES CLOUD & PARDOT IMPLEMENTATION



G&G Industrial Lighting is a solutions-focused manufacturer of high quality, innovative lighting products for harsh environments. Their key markets include car wash, food processing, transit, infrastructure, automotive services and industrial focused electrical distributors. All of G&G's products are designed, engineered, manufactured and shipped from their facility in Clifton Park, New York. It is their passion to consistently exceed the expectations of their customers, manufacturers' representatives and employees; that is the G&G Guarantee.

Business Challenges

The largest business challenge that G&G was facing concerned their disparate data systems and lack of a comprehensive process; data was scattered in a few different places, with no system or process to communicate organization-wide:

- *Marketing* - somewhat disjointed, affecting the ability to create solid and steady lead generation – the department used one platform to capture all their contact information and another for sales that limited their ability to share and track marketing results;
- *Sales* – no clearly defined sales process plus little visibility and control within the sales approaches. QuickBooks was used as their sole means of gaining insight into tracking orders, accounts info + associated contacts:
 - no visibility into what orders were coming in and when
 - no pipeline visibility to track data to help forecast manufacturing
 - no insight into what distributor and manufacturing reps had done and what projects were being worked on;
- *Manufacturing* – all processes were completed on-site, but the schedule was unclear due to low visibility into pipeline and anticipated order volumes.

Our Solution

- Collaboratively built and documented a new sales process for the Company
- Implement Salesforce's Sales Cloud & Pardot in order to:
 - Obtain insight into sales and marketing strategies and activities that drive leads, opportunities and deal closure (vs. those that are not as effective)
 - Improve sales pipeline visibility
 - Improve accountability within manufacturing lighting reps

Our Results

- G&G is now able to move leads quickly through the pipeline due to dynamic, personalized campaigns; measure and track campaign performance, drawing insights based on the data; better understand each step of the marketing process from click to close, capturing true marketing ROI;
- Have one system of record for all their customers, prospects and activities; by using defined sales stages, reps know when to move deals along for more accurate forecasting; now possess a way to track distributor, manufacturer and partner projects;
- Better visibility into the sales activities and channel partners to see which distributors are producing results, what products are selling, etc.;
- Newly hired regional sales managers are being set-up for success as they now have access to 3 years of sales data (aren't going 'blindly' into the new position)