



PERFORMAX Customer Solution:

Aimtronics

NB: Each Solution is based on a customer engagement from which we report the situation to the best of our ability using customer quotes wherever possible

The Measureable Outcome from PERFORMAX's Engagement was....

Aimtronics Marketing, Sales & Manufacturing Staff had a common process which provided value to all parties.

In particular, as a by product, the sales forecast could also be produced easily on a monthly basis.

The Situation at Aimtronics

This company outsources manufacturing for high tech companies who do not wish to manufacture all or parts of their hardware products.

The challenge was that the company was expanding rapidly via acquisition and had a number of plants with differing capabilities.

Also, in addition to direct sales, a number of 3rd party sales people were on contract to the company.

Thus the sales challenge was to provide a common process for tracking sales opportunities, especially through the complex, custom quoting process for each plant.

As the company grew volumes and number of plants this problem was becoming a limiting factor.

PERFORMAX's Contribution

Brought in by the Vice President, Sales, PERFORMAX provided the following:

- Customized a VP Sales Plan and created a subset Planning Template for the Sales Professionals
- Customized an Opportunity Tracking and Forecasting System that tracked deals from inception to close.
- Conducted Sales Training for direct and channels Sales Professionals
- Helped all of these develop valid Strategies and Plans
- Helped implement the company wide Opportunity Tracking & Sales Forecasting System (The PERFORMAX System)