



Speciality Silicone Products Top Line Growth Propelled with Sandler Sales Training through CEG Business Growth Solutions

Company Profile:

Specialty Silicone Products, Inc. (SSP) of Ballston Spa custom formulates silicone compounds for the specific needs of their clients. SSP has expertise in formulating silicone elastomers, silicone lubricating and dielectric compounds and conductive silicone rubber for their customers' specific needs. SSP's Laboratory Products division formulates and produces some of the world's highest quality resealable PTFE/silicone cap liners used in pharmaceutical research, biotechnology and analytical testing.

Situation:

Faced with increasing global competition coupled with a desire to increase market share and enter new markets, SSP engaged the Center for Economic Growth (CEG) to develop a more efficient sales program for its front-line sales team to follow.

Solution:

CEG determined that the best course of action for SSP would be to improve the abilities and efficiency of its sales force. CEG engaged Lorraine Ferguson, owner of Direct Impact Associates, LLC, a strategic partner and local provider of Sandler Sales Training products. The entire SSP team is sales oriented with the sales manager and key individuals steeped in following a sales process for success. A key salesperson on the team attended Sandler Sales Training classes over a 12-month period, and another key sales support person attended Sandler Customer Service training. During these classes this team underwent intensive training focused on lead generation techniques, improving their efficiency and close ratios, and developing an accountability structure throughout the sales cycle from prospecting to fulfillment.

Results:

Results of the Sandler Sales Training programs include increased efficiency in the sales process and improved sales numbers. Since the team went through the Sandler training with CEG, sales continue to grow domestically and internationally contributing to \$2.5 million in revenue growth in the past four years.

- Increased sales 17% in 2013
- Increased sales 25% YTD 2014
- \$2.5 million revenue growth in four years
- \$1.5 million came from new customers
- Revenue growth enabled the creation of 2 full-time and 1 half-time manufacturing jobs
- Plans to hire 6 more people in the next 2 years, and create 10 new jobs over the next 5 years

Testimonial

"Sandler Sales Training through CEG has provided SSP with long-term, incremental reinforcement training that ensures a return on our investment in time and effort. Time and again we see this training paying off in both our top and bottom lines. Our customers love our salespeople and customer service team, and thanks to the ongoing sales growth we are able to expand our business and have a plan for hiring more people throughout the company."

— Paul N. DiCaprio, President
Specialty Silicone Products, Inc.



All CEG members have access to BGS services, which include programming for lean enterprises systems, technology acceleration, quality improvement, cost reduction, new market expansion, management strategy and sales growth. To schedule a consultation with CEG BGS Director Michael Lobsinger email michaell@ceg.org or call 518-465-8975 X238.

