

Sonoco Molded Plastics Revives Declining Industrial Market with CEG Business Growth Solutions (BGS)



Client Profile:

Headquartered in Chatham, NY, Sonoco Molded Plastics is a manufacturer of plastic injection molding as well as an extruder of custom and proprietary plastic components. Sonoco employs over 150 people and sells their parts to companies within the US and around the globe. Sonoco Molded Plastics operates as a wholly owned subsidiary under the global Sonoco brand, headquartered in Hartsville, SC.

Situation:

Faced with increasing global competition and a relatively static business, Sonoco's corporate offices were ready to write-off the industrial market. Rather than lose the business unit, Sonoco Molded Plastics 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 Sonoco would be to improve the abilities and efficiency of its sales force. CEG engaged Lorraine Ferguson, owner of Direct Impact Associates, a strategic partner and local provider of Sandler Sales Training products. The Sonoco sales team with the Chatham, NY plant attended customized Sandler Sales Training classes for lead generation and management over a 12-month period.

During these classes the Sonoco Industrial Sales team underwent intensive training focused on lead generation techniques, improving their efficiency and close ratios, and developing an accountability structure for the team.

Results:

Results of the Sandler Sales Training programs include increased efficiency in the sales process and improved sales numbers. In the 12-24 months since the team went through the Sandler training with CEG the Sonoco industrial group at the Chatham, NY facility is 7% over their sales budget and 34% higher in sales than in 2009. This translates into more than \$6 million in increased sales for the Chatham, NY Sonoco Molded Plastics team.

- Increased sales by over \$6 million
- Increased sales by 34% over 2009
- Pushed group 7% over sales budget
- Increased efficiency within sales process

Testimonial:

"Most industrial businesses are static or declining; the \$6+ million in increased sales thanks to the CEG team and the Sandler training has proven that growth can still happen in a down economy."

*-Mike Tucker, Executive Vice
President Sonoco Molded Plastics*

