

CLIENT CASE STUDY

The Challenge

Pacific Floor Products, a start up master distributor firm needed to create a distribution network from ground zero with a very restricted budget and highly limited resources. In addition the brand had zero market recognition.



The Solution

Established distribution network utilizing solutions selling techniques and proven strategic business development initiatives. With a tight budget and limited resources we Focused on target accounts and used our sales process to drive revenue. Generated demand in a new market by performing market analysis, creating and implementing marketing strategies to support sales effort.

What the client has to say...

“The best recommendation that I could ever give anyone is" I would hire them to build a business for me." Although Gerard and I were involved with different companies, his company was a pioneer in developing a west coast network from scratch with a product that had zero market presence. Although he had virtually no experience with the product he was able to build an amazing distribution channel in less than a year. He is an extraordinary leader and even a better person.”

Bill Kurtenbach
CEO at Solofusion USA LLC