



Gallium Europe

strategic advice and support

Reinvigorating & Focusing Business Development

Company at a Glance

Calmont Wire & Cable, established in 1958, is a designer and manufacturer of custom wire and cable for OEMs in the medical equipment, aerospace, instrument, robotic, and industrial equipment industries.

The Challenge

The new executive team put in place a new growth strategy at Calmont, with the intention to grow sales by 100% over the next five to seven years. Central to the growth strategy is the aggressive pursuit of startup companies and small divisions who are developing new devices that must use custom wire and cable.

A Framework for Results

Gallium developed a marketing research program to help Calmont executives target potential customers. This provided the executives with the tools to identify new customers, understand their customer needs, and create a focused pre-sales strategy.

Finding High Value Customers

While Calmont initially considered a costly “qualified lead” service, Gallium research identified several free resources that, while not as user-friendly, could be mined to achieve similar results. This solution gave Calmont control over their profiling data and enabled the executives to spend money winning clients, instead of finding them. Gallium worked with Calmont executives to identify customer qualification metrics and developed a custom profiling solution to help ramp

up their marketing efforts.

Focusing Pre-Sales Strategies

Gallium created an explicit process to identify potential customers at an early stage, including both new entrants into the market as well as mature companies. To maintain the quality and timeliness of the leads, Gallium developed a process to update and reassess company profiles using ACT software.

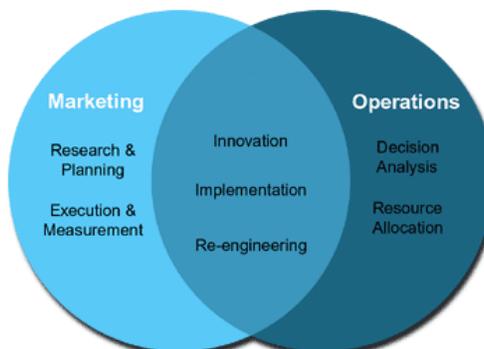
Results

Using the Gallium solutions, Calmont identified and closed a sale with a new lead within the first two weeks after delivery. During the first year, Calmont achieved over 60 new leads. The project had an ROI of over 100%. Based on the initial results, Calmont has initiated an advanced marketing research project to target other industry participants employing Gallium’s same solution.



Gallium understood our business needs, and translated them into actionable tasks with clearly defined deliverables. Gallium’s work is high quality, on schedule, and on budget. Our firm is continually impressed with the level of professionalism, dedication to clients, and the overall integrity of this organization.”

Hayden Claisse
CEO, Calmont Wire & Cable



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