



Helping Prospect to Secure New Business

## Selling Success Story, New Business

Using Label Works sales resources to protect your profitability

### Customer Situation

When faced with the loss of a large client, the challenge becomes the task of replacing that business. This was the case with a Label Works partner located in the Midwest, who during an economic slump, lost an important recreational equipment customer. Upon learning of the situation, the Label Works sales representative researched potential label customers and applications in top markets within the area.

### Solution

The Label Works sales rep was successful in finding two new opportunities for the customer. One with a local university to supply parking permit window clings and vehicle advertising for the alumni foundation, and a second opportunity supplying labels to a regional winery for their new varietals. For the sales presentations, the Label Works sales rep supported the customer with brochures, examples and samples, specifically targeted to the education and beverage markets. The result was a successful collaboration where the business partner was able to recoup lost sales and develop new business.