

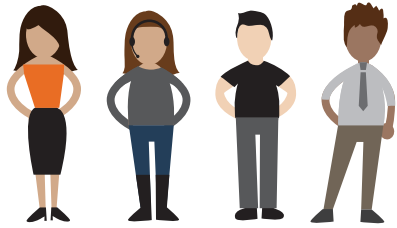
# HOW ANITA GROH GREW HER SALES



**CHANNEL**80/20

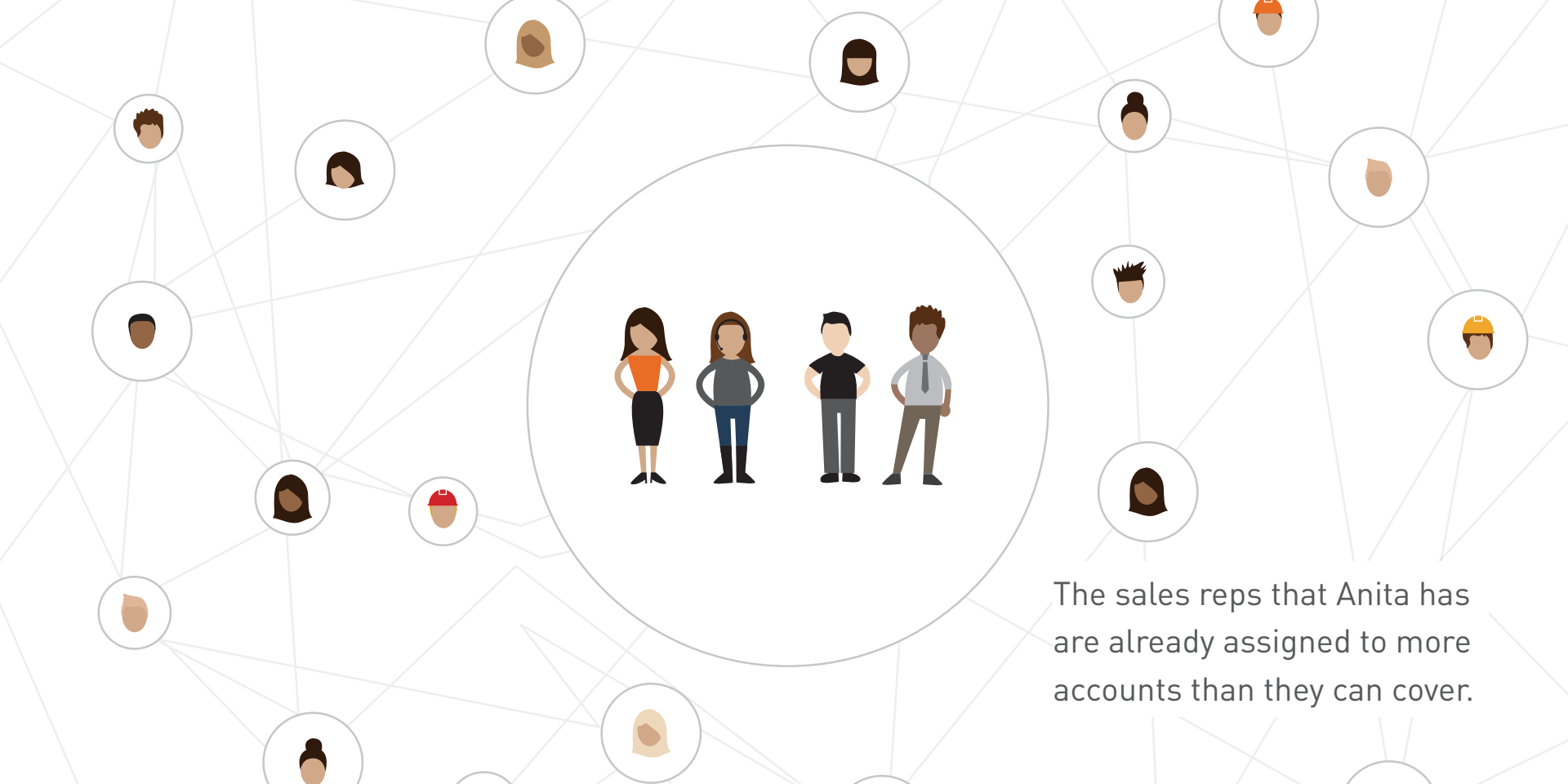


Meet Anita Groh.  
Anita is a successful executive at  
a building products distributor.

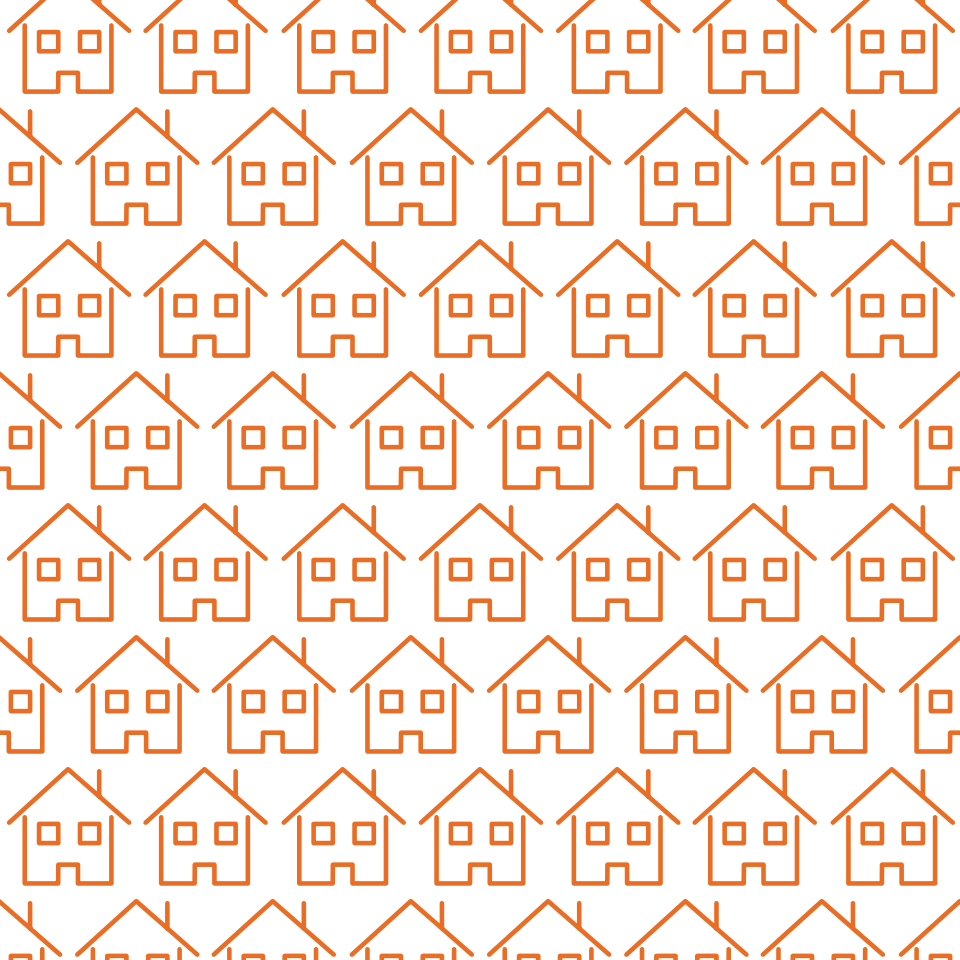


Anita needs to grow her company's sales,  
but she doesn't have enough sales reps to  
reach all of her customers.





The sales reps that Anita has  
are already assigned to more  
accounts than they can cover.



Plus, there are thousands  
of house accounts that aren't  
getting enough attention.



Anita has  
three choices:



Keep doing what she's doing.



Hire a lot more sales reps.



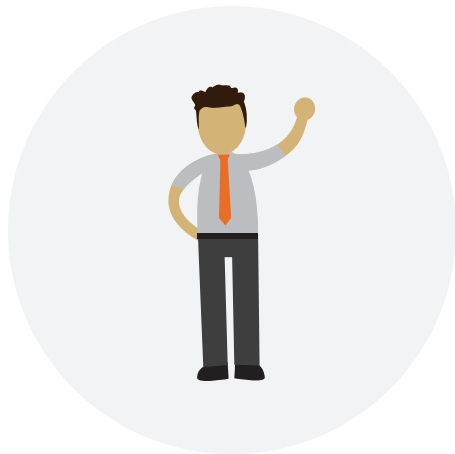
Find a better way.

# THERE IS A

CHANNEL **80/20**



## BETTER WAY!



Meet Sal Moore and the MMC  
Channel 80/20 Team. Sal is an expert  
in sales optimization.

He helps clients like Anita with:

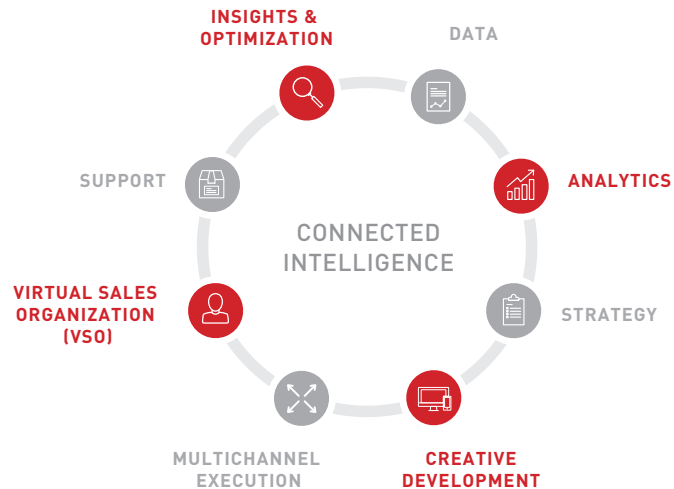
- Extending their sales reach.
- Lowering their overall cost of sales.
- Reducing attrition, increasing acquisition and growing sales.





## How does Sal do it?!

(He's not a magician)



Sal uses MMC's Channel 80/20 and  
**Connected Intelligence** Model.

# DATA



Sal analyzes Anita's customer data to find opportunities.

# ANALYTICS

Growing



Stable



Declining



Lost



New



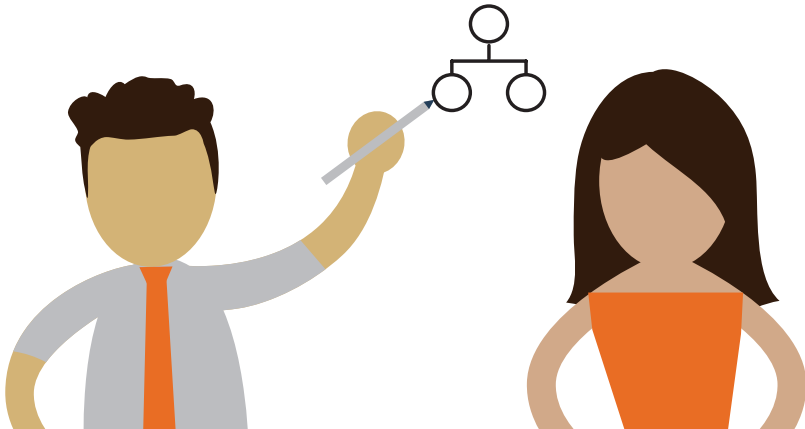
He builds treatment lanes based on current performance, and scores customers on future potential.

## STRATEGY

Sal builds a plan.

How many times does he  
contact each customer?

Which channels of communication  
will work best?

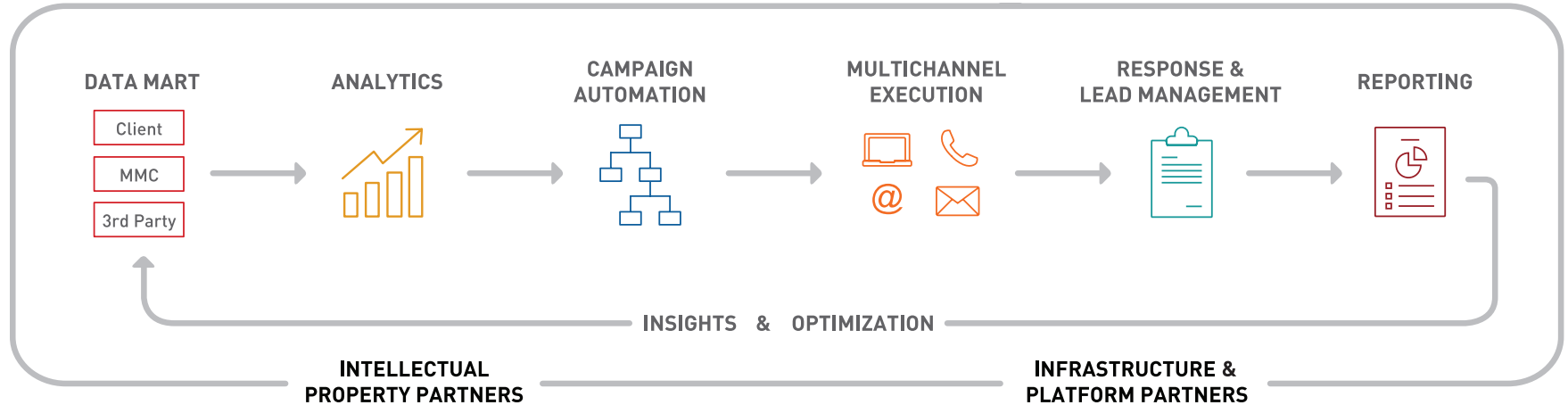


## CREATIVE



Anita already had great brand assets.  
Sal helped turn them into voice,  
direct mail, email, digital, and  
video campaigns.

# MULTICHANNEL EXECUTION



Sal already has the people, process, and platform integrated into one system that just works.

This is good, because Anita doesn't really care about tactics. She cares about outcomes. And, she doesn't want just software.

# VIRTUAL SALES ORGANIZATION

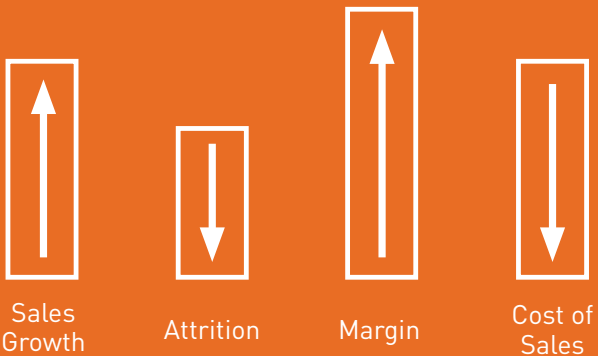


Building Products University

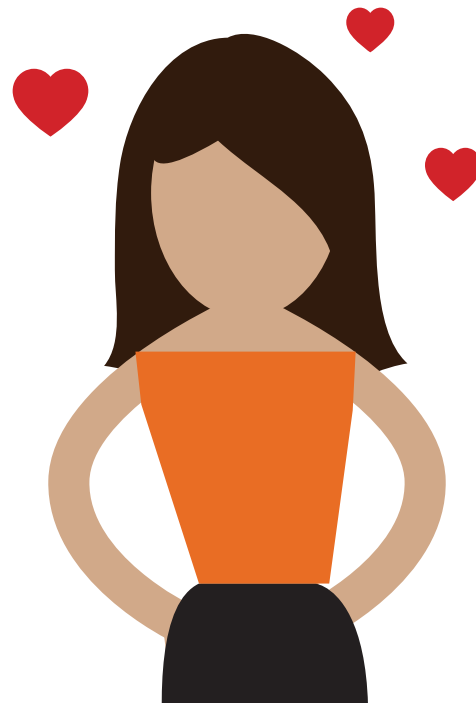
Sal even has a team of certified sales pros who can represent Anita's brand the same way she would.

# INSIGHTS AND OPTIMIZATION

Sal measures everything he does. He constantly improves and optimizes.



Anita likes the insights and loves the results.





With Sal Moore on her team,  
Anita is reaching and exceeding  
her sales goals!

Do you need to grow?

Do you need to sell more?

**We'd love to help!**



Interested in Anita's other stories?

[www.mmcglobal.com/anita](http://www.mmcglobal.com/anita)

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**TO LEARN HOW  
MMC CAN HELP YOU,  
CONTACT US TODAY.**

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