

Success Story: Dura-Trac Flooring Partners With Athena SWC, Cracks Tough Market and Closes \$150,000 Project



Client Profile

Dura-Trac is a manufacturer and provider of temporary flooring systems. Its signature brand, Dura-Trac Flooring, is a modular flooring system used by event planners, universities, stadiums, and anyone requiring temporary flooring.

Business Situation

In 2015 Dura-Trac decided to sell off the rental portion of its business decreasing the company's annual sales substantially. As part of the terms of sale, Dura-Trac had a non-compete ready to expire in 2018. Dura-Trac was interested in returning to the rental business as well as continuing to grow its Dura-Trac Flooring line. Unfortunately, the company lacked sufficient resources necessary to gain traction and build awareness for its rental line of business.

All of the company's business had come from word of mouth, and Mark Cerasi, Dura-Trac President and Owner, knew that lack of market awareness was hurting the company's growth efforts. With only three salespeople, the company lacked the manpower, resources, and know-how to reach out to new markets.

"We had some places we wanted to target—stadiums and colleges. They are markets that use our product all the time, but we couldn't break into them. We didn't have the contacts and we didn't know how to do it," said Cerasi. "We tried to hire some salespeople, but that didn't work out because they never produced the results they said they could."



"I am very pleased with the work Athena has done. They have helped us break into a market that we weren't able to penetrate, and we were able to close the first sale pretty quickly."

– Mark Cerasi, Dura-Trac President and Owner

A Valued Recommendation

A conversation with Jon Connole, Sales and Marketing Manager, Port Erie Plastics changed everything. Port Erie Plastics manufacturers Dura-Trac's flooring panels.

Dura-Trac had a competitor in the market with a lesser quality product that was doing well as a result of marketing efforts. Mark

Cerasi felt this was something Dura-Trac needed and asked Jon Connole if he uses an outside marketing company to help create the growth they had been seeing. Jon told Mark that he uses the services of Athena SWC, and as a result has had to expand and install some larger tonnage machines to accommodate the growth the partnership created.

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Athena SWC provides outsourced marketing, new business development, and front-end sales support services using a process-driven approach to assist clients in who have complex selling environments. Dura-Trac sales cycle for the stadium and college market ranges from **6 months to 18 months**.

Getting Started

Athena presented the company with an infrastructure process model that provided the processes, personnel, and enabling tools and technologies needed to secure the type of sales-ready leads that Dura-Trac was looking for. Cerasi was ready to give it a try.

The Process

Athena's process has several key components: target market profiling, market awareness, opportunity acquisition, sales process management, and enabling tools and technology.

A kick-off meeting provides an opportunity for Athena's team to understand the company's goals, profile its target markets, clarify decision makers' titles within those markets, identify its differentiators within the market, and set out the plan for executing the program.

The program includes scheduled phone calls; sales letters, emails, and postcards sent to prospects at scheduled intervals; a nurture program; as well as pipeline management.

"We liked the idea of the scripts that they write [for calling prospects]. They make themselves knowledgeable about our

product. They aren't just cold calling saying 'hey we have a flooring product, and here it is; call this guy' they really nurture it along," said Cerasi.

"Athena has a smart enough crew where if there is anything they can't answer, instead of trying to fake through it, they will say 'let me get back to you with the correct answer.' They handle any question or situation that arises with the prospect very well."

Early in the program, Athena's team contacted San Jose State University. **After only four marketing touches (two phone calls and two emails) they were able to secure an initial meeting.**

"We sent some samples to San Jose, and they liked them. They had an event and needed it completed in July. We bid it along with other companies, and we won the bid. It was a \$150,000 job. It's unusual that they sign this fast, but that one job made the contract I signed with Athena worth it," said Cerasi.

Moving Forward

In addition to the closed sale, in the six-months that they have been working with Athena, Dura-Trac has six other university or stadium opportunities in the sales pipeline. The budgeting for the school year plays a role in when these might convert, but Cerasi has been pleased with the results.

"We are very pleased with Athena. I would recommend Athena in a heartbeat. We have several other industries that we want to attack with them in the future."

The Results

**Over
\$150K**

**in new account
closed sales**

**Compressed
Sales Cycle**

**to half of its
typical length**

**Increased
Brand
Awareness**

**within targeted
markets**