

A Window Manufacturer

This window manufacturer has been providing high-quality windows to a specific region in the Northeast for more than 13 years.

As a result of the recent changes to the national building code, all new and remodeled homes are now required to have this manufacturer's type of window.

This regional manufacturer wanted a sound way to expand their business. FSM Consulting was contacted by their Business Development Advisor Robert Pignataro, knowing they would be the perfect company to help this manufacturer grow by taking them to new regions and channels.

After a brief study, FSM determined a new distribution channel was necessary. The first step was to develop sales brochures, distributor and dealer kits, all professionally developed and designed by FSM Consulting. A series of targeted mailings was done to various prospective resellers including dealers, installers, distributors and other types of resellers. FSM project managed the various mailings and provided sales follow-up. All mailings were tracked and measured for effectiveness. All aspects of these campaigns provided results beyond anyone's expectations.

“ I can't say enough about FSM Consulting's professionalism, knowledge and ease to work with. They developed professional sales brochures, as well as other documents used for distributors, dealers and consumers. FSM had the knowledge to develop and build a reseller program for us from scratch. Everything needed was provided including marketing material, marketing catalogs, installation guides, sales support, project management, training sessions, pricing, contracts and more. We could not have accomplished this without FSM Consulting.

Robert Pignataro, Business Development