

International Manufacturer Breaks into U.S. Market with Help from Maven

How Maven Helped

- Business Development
- Product Management
- New Product Launch
- Sales and Sales Management
- Strategic Management & Branding

Key Results

- Established several nationwide strategic distribution partnerships
- Opened direct sales channel
- Conducted market testing and launched new product line
- Developed and executed digital and print marketing program for new product line

About Maven

Maven is a management services firm and value-added reseller specializing in telecommunication solutions. We offer an extensive catalogue of manufacturers and products, as well as boardroom and client-direct services for your business development, sales and product management needs.

Business Situation

A large telecom manufacturer headquartered in Canada, had little brand recognition in the United States. To better align with American market expectations, it sought help to establish a stronger presence, grow its product offerings and expand distribution channels south of the border.

Solution

Maven was engaged to develop and execute a comprehensive U.S. business plan from the ground up.

Maven helped the company align its product designs and solutions with the needs of U.S. customers. “Since no baseline existed for market size, pricing or competition, we pressure-tested the market, then launched a new product line of steel accessories,” states April McKeegan-Garcia, Maven’s Managing Director.

The Maven team handled all digital and print marketing for the launch of the new product line, including creation of a 100-page catalog, which has been well received by the marketplace.

By successfully negotiating preferred agreements, Maven increased the company’s distribution network from a small channel to six strategic nationwide distributors – laying the foundation for material on the ground and reduced landing costs to customers. They also established a direct channel for qualified lines of business.

Outcome

McKeegan-Garcia says, “Throughout this two-plus year project, our client relied heavily on Maven’s expertise and connections in the telecom space. Our client is now well positioned to achieve success in the U.S. market, and we’re thrilled to have been a part of making that happen.”

MAVEN helps Distributors, Manufacturers and Service Providers in the telecom industry expand their portfolio and increase profits, by providing unparalleled telecom expertise and product without the commitment of internal staff. www.FindYourMaven.com