

TRADE DIRECT PROGRAM

Trade Direct Program Helps Lighting Manufacturer Sell During Showroom Shutdown

MMC markets and sells directly to interior designers in order to achieve growth during economic downturn.

Challenge

Our client, a major lighting manufacturer, sold through independent lighting showrooms managed by a manufacturer rep sales model, where our client's product was not a priority. Additionally, online merchants and sellers were increasingly disrupting this model.

As a result of the pandemic, many of these showrooms shut down, accelerating an already troubling trend. Our client needed to find an alternative channel to drive business growth and connect directly with interior designers.

Solution

MMC's Trade Direct Program targeted high-end residential interior designers. We started by building a customer database of 80,000 marketable prospects, then reached out to these prospects via targeted digital and email campaigns to help generate qualified hand-raisers.

MMC's virtual sales team seamlessly integrated with our lead generation strategies. Our sales representatives qualified interior designers, registered them as members for the Trade Direct Program, and moved them through their first sale. Once complete, MMC created a post-sales journey to ensure success, customer satisfaction, and guidance on the next project.

Results

Within the first six months, MMC successfully registered 716 new designers and generated sales from 143 designers. Average order size was up 26% and order rate was up 33%. The direct to trade strategy is working as we're tracking to surpass revenue targets in spite of the pandemic.

AT A GLANCE

COMPANY TYPE

Major Lighting Manufacturer

TARGET AUDIENCE

Residential Interior Designers

PROGRAM TYPE

Acquisition

RESULTS

716

New Designers Registered (in first 6 months)

80,000

Prospects in our master channel database

+26%

Increase in average order size

We can connect you to thousands of Interior Design Professionals in our master database.

Contact us today to discuss launching your Trade Direct Program.