



SALES AT THE SPEED OF LIGHT

C.P. Bourg built a strong reputation over the past 50 years as the world's leading developer and supplier of in-line and near-line document feeding, binding and finishing equipment. But over time, the company found it increasingly difficult to maintain its marketing differentiation with key business partners.

To regain control and rise above the crowd, C.P. Bourg Inc. called on Dave Zamorski and **Integrated Methods Group**. Within a few months, IMG's team of business experts had analyzed the problem, worked with Bourg to design a new Web portal with functionality that leapfrogged the competition, and got it up, running and spurring sales, in a matter of months.

HOW INTEGRATED METHODS GROUP HELPED C.P. BOURG REGAIN ITS VISIBILITY TO DRIVE SALES HIGHER

It's every sales manager's nightmare: Manufacturer's representatives at external business partners start promoting your competitor's products more aggressively than your own because they can't find the information needed to close the sale, and you can't control how they get it.

That's the position C.P. Bourg found itself in recently, when a key business partner shook up their sales organization and highlighted the much larger problem of how to stand out from the crowd in an increasingly cluttered on-line world.

C.P. Bourg is the world's leading technology developer and supplier of in-line and near-line document feeding, binding and finishing equipment. The company built a strong reputation over the past 50 years with an unwavering commitment to quality, innovation and efficiency, and through privileged relationships with dealers, distributors and numerous digital press manufacturers who work with Bourg's own regional sales managers to sell its products.



COMPANY:
C.P. Bourg

LOCATION:
Ottignies, Belgium
New Bedford, MA, USA

PROJECT:
Website Application

WEBSITE:
www.cpbourglibrary.com

But some of these business partners had been associated with the company for such a long time that their libraries of C.P. Bourg sales materials were confusing or obsolete. Over time – and in an Internet-driven world where instant access makes it as easy to get the wrong information as what’s current – C.P. Bourg found it increasingly difficult to manage its sales materials and its marketing visibility.

“We knew that some of our partners had reformatted our product information to fit their sales system or website scheme,” says Jim Tressler, C.P. Bourg Director of Marketing and Branch Operations. “But much of that information was behind our partners’ Internet firewalls, and we couldn’t keep track of it.”

Tressler had a growing concern that the literature being used wasn’t the most current and that new salespeople weren’t getting the full story about C.P. Bourg or its latest product lineup. And he grew increasingly frustrated that some didn’t fully appreciate C.P. Bourg’s added value and weren’t including the company in competitive bids that addressed its key differentiators.

REGAINING CONTROL

To regain control and rise above the crowd, he called on Dave Zamorski and Integrated Methods Group.

“I had known Dave since 1999 when he was President of DocuSource, a leader in digital printing services, so I was aware of his business knowledge and acumen. And I had seen Dave from time to time at various industry events, so we certainly weren’t strangers,” says Tressler.

During a meeting at a partner’s facility in 2011, Jim mentioned his frustration to Dave. “When I discovered Dave had formed Integrated Methods Group with a really smart team of professionals to help companies maximize their potential through business development, marketing and investment in technology, we got them on board.”

To better understand the problem, Jim and C.P. Bourg Inc. Executive Vice President and General Manager Richard Trapilo arranged for Dave and Lisa Meath, IMG’s VP of Business Development, to meet with them at one of the business partners’ facilities.

“When we looked behind their firewall, it became obvious the organization of C.P. Bourg sales support materials was cumbersome and confusing,” Lisa recalls. “There was no differentiation between information about C.P. Bourg and other partners, and it was difficult weeding out needed information. Basically, C.P. Bourg’s information, their messaging and their brand were all getting lost in the shuffle.”

“It was clear that nobody was in control of our message,” adds Tressler.



“Even worse, much of the information our partner had was obsolete. To obtain current information, their salespeople had to go to the C.P. Bourg website and dig around for it or contact their C.P. Bourg regional manager.

“Salespeople work at lightning speed, and they will take the shortest path to get information. If they can’t find what they’re looking for about you really fast, they’ll look elsewhere.”

Once IMG had the opportunity to view the site and discuss the issues, they set about finding the best way for business partners to obtain current, relevant information. Working closely with C.P. Bourg, IMG analyzed and categorized the type of information their client needed available, and developed a way that partners’ salespeople could access the most current and relevant versions by expending the least effort, while preserving the C.P. Bourg brand.

SHEER SIMPLICITY

Their thorough evaluation of a complex problem led IMG and C.P. Bourg to develop an external website on a content management system (CMS) platform that’s nothing short of pure genius in its simplicity and directness. IMG designed the site with easy access through pull-down menus to three key categories – News, Digital Online, and Offline Finishing. The categories provide information pertinent to sales in a consistent manner that can be easily updated as needed.

Visitors can “drill down” into each of the product categories to access and obtain the information they need to sell C.P. Bourg products and generate customer quotations – from the latest brochures, testimonials and installation planning guides, to videos and webinars.

Including refinements, adjustments and live testing, the project went live within three months of sign-off, and it was completed in four.

Most important, the “mobile services site” is controlled and maintained by C.P. Bourg to ensure timeliness and relevance as the definitive resource for C.P.



“WITH THE
HELP OF IMG,
WE’RE LIGHT
YEARS AHEAD
OF WHERE
WE WERE
A YEAR AGO!”

– **James Tressler,**
Director of Marketing and
Branch Operations,
C.P. Bourg Inc.

Bourg sales information, and geared for access by salespeople using tablet computers and smart phones as their primary means of communication.

"I like to work with people who 'get' where I'm heading with an idea or a train of thought, and who are willing to explore new ideas and create new approaches to problems," says Tressler.

"The site is a tribute to IMG and their unique ability to grasp the challenges facing us and to find a solution through a collaborative effort and an exchange of ideas."

LEAPFROGGING TECHNOLOGY

Not long after the site was completed, Jim Tressler attended a sales presentation at one of the partners' facilities, and showed the new application on his tablet computer to the manager of sales technology. That person was so impressed, they asked to tie Bourg's new application to the manufacturer's website behind the firewall.

Because of the new site's simple approach, C.P. Bourg within the span of a few months had pulled away from the crowd and into the fast lane.

"IMG was instrumental in helping us leapfrog what others were doing and regain our position as the preeminent finishing supplier in the eyes of every person out there who's selling our finishing equipment," says Jim Tressler.

"Plus I now have better rapport with critically important senior managers and mid-level sales managers who want information at their fingertips that they can use and share with their salespeople."

As evidence of the site's utility, Tressler relates a story soon after the site went live about being en-route to a meeting and receiving an email at 12:27 from a partner's salesperson who needed detailed information right down to the electrical requirements for the new Bourg BSFx. In response, Jim fires back an email directing him to the CP Bourg mobile services site. And, at 12:53, he receives a response back from the salesman, with "THANK YOU" in capital letters.

"Imagine how painfully difficult it would have been for me to have responded to this by conventional means!"

The site is also used to post videos minutes after they're taken and that can be downloaded instantly.

"Our site has become almost crazy popular within the cultures of the people using it the most. It's not uncommon for me and my colleagues to get calls from sales reps saying, 'This site is the best!'"

With its value-add and visibility restored, and competitive bids back on the rise, C.P. Bourg engaged IMG to develop a series of websites for Rick Trapilo and every Bourg regional sales manager. Each site has a consistent look and feel and comes complete with QR codes in addition to standard descriptive information, enabling visitors to learn more about each person, their territory, and the products they sell.

"Today, it's all about controlling your brand," says Jim Tressler. "Every company and every one of us has a brand, and it's critically important to manage your brand, or risk losing it."

"With the help of IMG, we're light years ahead of where we were a year ago - and we know we'll keep our visibility with them in the future."



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