

Global Expansion for Indian Flow Meter Manufacturer



OVERVIEW

Our client, a leading manufacturer of flow meters in India, sought to expand their market presence internationally by appointing and activating distributors in various countries. Their goal was to set up a network of active distributors who were supplied with consistent leads in sectors where these products were most needed, particularly in the initial six months of the partnership.

Client Industry: Manufacturing (Flow Meters)

Size: Large

Challenge: Establishing an international distributor network.

Objectives: To appoint distributors globally and support them with targeted leads to ensure a strong start.

APPROACH

To identify potential distributors, we leveraged LinkedIn Sales Navigator to create a list targeting distributors of field instruments globally. We focused on those already distributing various process control instruments, as they would more likely see value in adding our client's flow meters to their catalog. A tailored messaging sequence was crafted to highlight different applications of our client's products and included customer testimonials to build credibility. Following initial positive interactions, we invited these prospects to consider including our client's products in their offerings. Once distributors were appointed, we executed a LinkedIn outreach strategy to generate leads, ensuring these distributors had a robust start. This involved optimizing the distributors' LinkedIn profiles and using LinkedIn messaging outreach to attract potential customers in relevant sectors.

Strategy Used:

- LinkedIn Sales Navigator
- tailored messaging profile optimization
- profile optimization
- lead generation campaigns.

Challenges & Solutions: Initial hesitation from distributors about product unfamiliarity; overcome by showcasing versatile applications and sharing user testimonials.

RESULT

In 12 months, we sparked interest from potential distributors in 26 countries, successfully establishing 6 new distributorships. For these partners, we consistently generated 8-10 leads per month, demonstrating the product's market potential and enabling distributors to quickly begin moving inventory.

Key Outcomes: Successful setup of an international distributor network with active lead generation support.

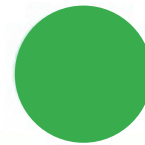
Client Impact: Increased international sales channels, with distributors fully enabled to market and sell the flow meters.

RESULT



6

Distributors Appointed



8-10

Leads per Distributor



20

Countries with Active Discussions

DURATION



12 Months

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