

## Making Lemonade from Lemons



An industrial service company saw its sales drop by two-thirds and saw its profits turn into significant losses for five straight years. As an alternative to bankruptcy, the company's attorney referred it to Entrepôt.

### **After a brief research period, Entrepôt:**

- Identified new markets that the company had never realized it could serve
- Designed a new high-tech, high-touch marketing and sales program
- Trained and managed the sales staff
- Introduced Total Quality Management
- Found a new location for the company
- Arranged new cash flow financing.

### **The results were immediate and stunning.**

- Low-cost marketing materials were developed.
- Sales training was designed and implemented with the existing staff.
- The company gained hundreds of new customers in just a few months.
- Rent was reduced by 50 percent, and 175 percent more high-quality space was acquired.
- Sales increased 300 percent in year 1.
- Profit margins increased 80 percent.
- The company returned to health and subsequently saw sales increase by over 1000 percent.



**Building Businesses is Our Business**