

# Investing in a Trusted Partner for Invaluable Results

*“Working with NuGrowth is an investment that provides invaluable results. Knowing they’re managing our inside sales frees me up to focus on expanding our business to new opportunities I would never be able to otherwise.”*



—Jon Jennings, Director, Marketing

**EWI.**

We Manufacture Innovation



## The Situation

EWI’s unique services presented a unique problem: manufacturing firms didn’t know their innovative services existed. While Jon Jennings, who started as a Business Director and eventually became Director of Marketing, and his team succeeded in growing their leads, they struggled to find new opportunities.

## The Opportunity

After years of frustration with inexperienced sales representatives, EWI looked to NuGrowth to bring in well-trained, highly-vetted experts. The impact was immediately evident: the EWI team started to see more high-quality leads and capitalized on those opportunities.

## The Results

Seven years later, EWI expanded to leverage all of NuGrowth’s services, from in-bound sales to marketing and Salesforce management, gaining **over 1,000 new opportunities**. As a result, the team has seen exponential growth, with closed sales doubling and tripling year over year, resulting in up to **\$8 million in contract revenue**.

With the NuGrowth team, EWI saw a **700% return on their investment** and gained regular in-depth reporting to inform strategies—strategies they can count on NuGrowth to execute. With the day-to-day development operations covered, the EWI team can focus on growing their services and closing the top-dollar deals the NuGrowth team tees up for them.

## The Factors that Mattered



### Collaboration & Trust

Initial hesitancy turned quickly to confidence as the EWI team recognized NuGrowth’s ability to integrate into the organization, understanding and executing their mission and goals



### Data & Results

NuGrowth’s holistic services allowed Jon and his team to see granular data on what was converting leads to sales



### Innovation & Growth

As NuGrowth’s relationship with EWI grew, so did the opportunities for market expansion and service innovation



### About EWI

Based in Columbus, OH, EWI serves manufacturing firms in numerous ways, providing consultation, development, and implementation services to keep clients across industries innovative and competitive.

# Partnership and Impact: How NuGrowth Affected the Bottom Line

## The Partnership

- ✓ **Assigned dedicated sales reps and sales management team**  
Multiple NuGrowth team members took charge to plan, implement, and track sales strategy
- ✓ **Cleansed database and fielded close to 1,700 user help tickets**  
Our expert team conducted a full CRM database audit and managed all user issues for 3+ years
- ✓ **Grew content library, adding over 90 original sales pieces**  
Created custom sales content for use at multiple points in the sales pipeline
- ✓ **Deployed over 2,000 email campaigns to targeted segments**  
Managed and executed email marketing calendar to increase sales conversations

## The NuGrowth Impact

- ✓ **Over 1,000 new opportunities**  
NuGrowth identified, pursued, and nurtured opportunities, delivering them to EWI, ready to close
- ✓ **Doubling and tripling year over year closed revenue**  
EWI saw an incredible over 13,000% increase in revenue from year one
- ✓ **Estimated \$8 million in contact revenue**  
By year six, EWI saw a total of \$8 million in new revenue thanks to NuGrowth's efforts and their continual investment



**Want to find results like these?**

**Get in touch with NuGrowth to start the conversation.**



Call Kyle at **614-219-6550 ext. 104**  
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