

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



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.

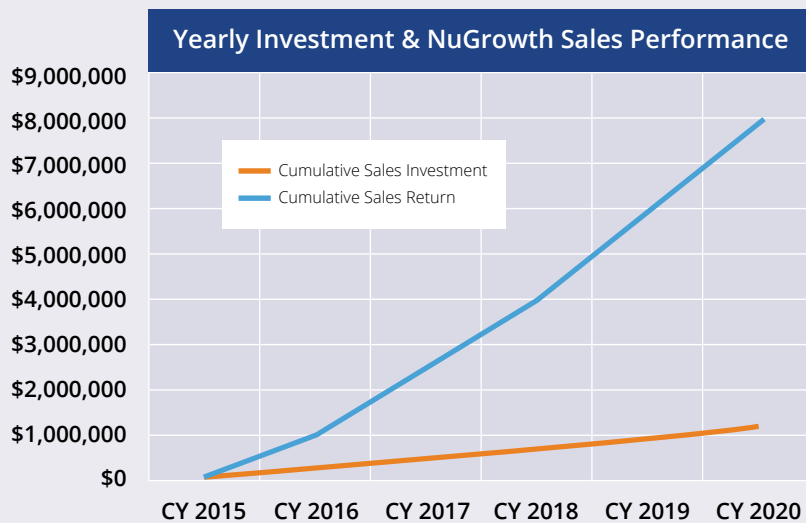
Partnership and Impact: *How NuGrowth Affected the Bottom Line*

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 Jeff at **614-219-6550 ext. 363**
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