



Success Snapshot

Sales Process and Inbound Marketing: A Plan for Growth

NaviTek Machining Corp

Background

NaviTek Machining Corp., a subsidiary of NaviTek Group and located in Erie PA, is a manufacturer of precision machined components for a variety of industrial markets, including automotive, medical, electronic, consumer, energy and aerospace—to name a few. With available services ranging from engineering and design, to prototyping, and through production and quality inspection, NaviTek Machining has the capabilities and experience to be a full-service, value-added resource to meet original equipment manufacturer's precision component needs.

Business Issue

NaviTek Owner, Harvey Downey, had a goal to improve the valuation of the company by substantially increasing revenues over the next five years. He historically managed the majority of sales, including closing new business opportunities with an impressive 46% lead conversion rate, however they had recently elevated an employee to an inside sales position to help identify and nurture prospective new customers to accelerate their growth. The selling process was becoming more challenging and traditional sales methods, such as cold calling by phone or in-person were no longer as effective. The majority of NaviTek Machining's recent new customers were derived from either

word of mouth or engineers familiar with NaviTek Machining's capabilities. The company's website was not effective at reaching prospective customers and they were not using a Customer Relationship Management (CRM) system to organize, track, and manage leads and prospects.

Solution

Business Growth Services

Following discovery meetings, NWIRC recommended a digital marketing partner to work with NaviTek to create an efficient internal business development infrastructure, including formal marketing tools to optimize its website, developing buyers' personas and marketing platforms that will attract targeted potential buyers. The project involved website migration and an inbound marketing jumpstart program to focus on lead generation efforts. This work also established a CRM system for improved tracking and management of leads.

Success

The company expects long-range results to include an increase of \$1M in sales and potentially creating 2-4 new jobs. Early results following project implementation were \$40,000 in increased sales. NaviTek was also able to bring in a new Business Development Manager, Meghan McMahon, who has utilized the new CRM and website in order to drive business with prospects that would previously have been outside of NaviTek's usual circle of influence.



GROW



Driving Impact for Manufacturers



Success Snapshot

Continued

With innovative prospecting tactics developed by both Harvey and Meghan and executed with the help of the tools from the NWIRC project, NaviTek expects to see a good amount of new business generated from these leads in the upcoming months. In addition, quotes have come in via increased traffic to the website, thanks to search engine optimization techniques that have been implemented (such as website updates and regular blog posting). “The work that was done to NaviTek’s marketing and business development programs before I came on made it very easy for me to hit the ground running almost immediately upon my hire,” said McMahon. “Starting during a pandemic came with some unique challenges. Consequentially, I knew I wanted to do things a little unconventionally, and our digital presence and capabilities were an integral part of that. I am so grateful for the time and effort that has been put in which has allowed me to move so seamlessly into my role here at NaviTek.”

