



## Sales Proposal Development



### Sales & Marketing Productivity Solution

- Increase Sales Volume
- Improve Sales Force Management
- Reduce Corporate Overhead

#### Problem Description

A medium-sized manufacturing division of a large international commercial and industrial manufacturing company was spending an inordinate amount of engineering resources supporting its standard product line. It was losing sales of standard product due to unacceptable engineering lead times and sales of higher-margined custom products due to the diversion of engineering resources to the standard product line.

#### AIM Solution

AIM partnered with the client and worked directly with engineering, sales, and marketing personnel to map the existing process for a six-month period at no charge. A fixed price proposal was offered for the design and implementation of an automated tool that would provide a sales quote with exhaustive engineering technical detail, pricing, delivery, and drawings. AIM also worked with field sales personnel to design a simple interface that could be used by sales reps with minimal training. The entire project was implemented in a six-week time frame in order to meet a national sales meeting deadline.

#### Benefits

The standard product line enjoyed a sales increase and the engineering overhead was reduced after implementation of the AIM solution. The automated tool produced product quotations that have fewer errors, are more cost competitive due to a better matching of product to customer requirements, and significantly reduced time to market.

#### Why choose AIM?

Choose AIM to guarantee a quality project managed by a hands-on project manager, engineer, MBA, with Six Sigma quality credentials and decades of experience not only designing and implementing productivity and management solutions, but using them as a “real-world” professional manager.

Choose AIM to ensure your project does not go over budget. AIM can offer fixed or ROI-based pricing. Over many years and dozens of projects, AIM has never exceeded a fixed priced budget – and never will.

Choose AIM to reduce delays and missed deadlines. AIM eliminates needless layers of management and communication obstacles inherent to traditional project teams.

Choose AIM because you want a partner with both a winning attitude and record that brings a competitive advantage to your team.

#### How can I learn more?

Contact Chris Kliemet at **ADVANCED INTEGRATED METHODS**  
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