



Bishop-Wisecarver is a family-owned group of companies that delivers linear and rotary motion solutions, engineering services, and specialty contract manufacturing under three solution groups: Bishop-Wisecarver Corporation, Black Diamond Manufacturing, and WRW Engineering. Working through manufacturers reps, distribution houses, and OEMs, BWG success requires it to enable, empower, train, motivate, and secure a bigger percentage of these third party sales folks' mindshare.

When BWG started to work with KeyRoad Enterprises, it was operating solely under the Bishop-Wisecarver Corporation solution group. Its president, Pamela Kan, saw the company's sales challenges to be around: no consistent messages about the company; no sales tools or best behaviors to avoid selling just on price; no repeatable and consistent sales engagement model; no key performance indicators to effectively manage the sales force; and a more passive selling model. After a brief hick-up in the development of the company in the late 2009, the company embarked on a multi-year strategic growth development with Business Development becoming one of its most important initiatives in 2010.

Working with KeyRoad Enterprises and its founder, Philippe Lavie, since, BWG drove the creation of three specific strategic business growth plans for each of its solution groups, including go-to-market plans for each. It developed three specific solution groups' toolkits to tackle their specific audiences and ideal prospects. These toolkits include a position statement, who their ideal prospect and customer profiles are, who BGW and its three solution groups should be calling on by title, what conversations to engage them in, a number of prospecting tools, and what their competitive positioning is. In 2012 each of the solution groups took their toolkits and market knowledge and started training its distribution and selling channel partners.

This work has resulted in the successful launch of the two new business units. Both businesses acquired key customers within the 3 months of the year. With the tools in place from KeyRoad the company has had several record setting months and is enjoying double-digit growth.

Pamela Kan, owner and president of BWG has this to say about the work her company did with KeyRoad: We had struggled for several years to get these new companies off the ground. With Philippe's oversight he was able to bring our group together in a process that gave us focus and discipline to create powerful tools and a framework to successfully launch the two need companies but at the same time strengthen our core business.

For more information on BWG, please visit their web site at: <http://www.BWC.com>. For more information about KeyRoad Enterprises, please visit their web site at: www.keyroad.com.