

Success Story



Headquartered in New Castle, PA, Bernier International helps architects, engineers, contractors, developers, food service providers and building owners save energy and create healthy comfortable environments by engineering, manufacturing and selling air curtains, vinyl strip doors, and patio heaters. As an example, McCormick Place South exhibit hall in Chicago saves over \$70K every year worth of energy and maintains internal temperature within three degrees variance by utilizing Bernier's offering. Bernier International is privately owned.

In September 2008, when Bernier International approached KeyRoad Enterprises, Bernier's goals were to increase sales by 200% by 2011.

Some of the possible roadblocks Bernier suggested were in its way to achieve its stated goals were:

- ✚ Sales had become mostly reactive to in-bound calls.
- ✚ The company did not have a disciplined sales engagement process it could depend upon.
- ✚ There was no consistent process to grade their pipeline across all its operations.

Bnier suggested it needed:

- ✚ To shake up its sales organization.
- ✚ A more disciplined and focused approach to selling.
- ✚ A sales management system to keep its activities in line with its projected growth goals.

Working with KeyRoad Enterprises and its president, Philippe Lavie, Bernier International implemented:

- ✚ A senior management coaching program to help implement new sales processes.
- ✚ Access to sales expertise through advisory services.
- ✚ A tailored sales training program based on the CustomerCentric Selling® methodology.

To-date, Bernier International:

- ✚ Has secured incremental revenue and minimized the downturn impact to its business.
- ✚ Has developed a better and more pro-active approach to supporting its distributor channel partners.
- ✚ Has implemented a more disciplined approach to selling.

Georgia Bernier, president and owner, was pleased with the results: "With the help of KeyRoad, we have realigned some of our resources to cover both incoming sales opportunities as well as being pro-active in our business development. We better understand how to engage our target audiences to more effectively diagnose their needs and challenges. We are transforming our organization from a passive and reactive organization to a more sales and market driven machine. Finally we are better equipped to pro-actively drive our sales activities and not just be an in-bound reactive organization."

For more information about Berner International, please visit <http://www.berner.com>. For more information about KeyRoad Enterprises, please visit: <http://www.keyroad.com>.