

Strategy and Value Proposition

C3 Helps Riverhawk Industrial Supply Drive Growth in the Industrial & Construction Channel

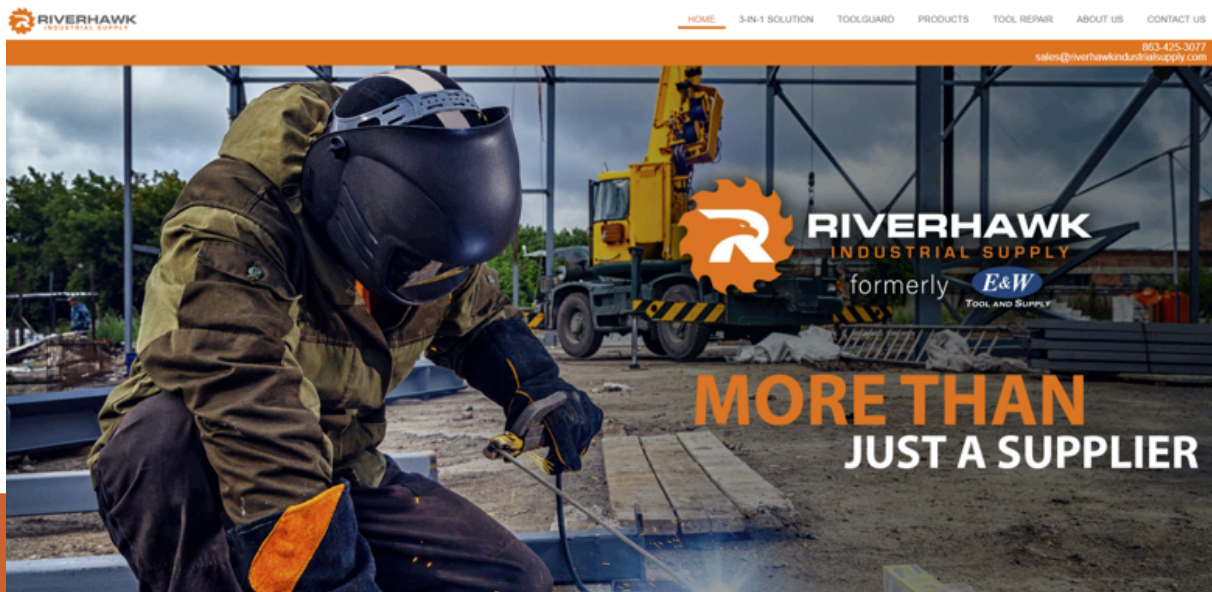
Client Background: Riverhawk Industrial Supply is a leading provider of construction and industrial maintenance supplies. Riverhawk is a company with a forty-year history but had a brand name change as well as a new owner change within the past two years. It is now a women owned business. The new owner has a Harvard MBA with an extensive financial background and drive to beat – she wants to win, which matched the C3 Team (C3) philosophy. Riverhawk was a less than \$20mm company with a major desire for growth. She needed Industrial channel expertise as well as marketing support. OneSolution recommended her to C3 and the partnership began.

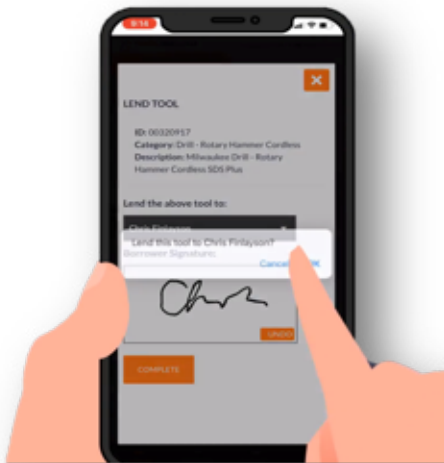
Challenges: Riverhawk had sluggish sales growth, they lacked a clear value proposition and differentiation between products and services. Covid accelerated their challenges and highlighted a need to focus more on the growth plan. Riverhawk had no internal resources to build a growth plan with objectives, goals, strategies, initiatives, and measurements (OGSIM) that included a sales and marketing plan, implementation, and management of programming and key performance indicators (KPIs) for growth.

Solution: C3 facilitated and managed a 2-day working planning session to build a growth plan with strong emphasis on brand identity and value propositions. After creating the value propositions, a primary

differentiator was uncovered and elevated as a market driver. C3 created programming around 3-in-1, which stood for the steps Riverhawk was able to provide to customers outside of what competitors were able to offer. The Riverhawk solution includes 1) buy any solution any way you want, via Vendor Managed Inventory (VMI), pick-up or delivery, 2) ToolGuard®, which is an app to manage and monitor tools on a jobsite, even if they needed repair, to save on expenses of purchasing new tools and equipment, and 3) Riverhawk could repair any tool or equipment which led to the 3-in-1 supply chain solution and “More than just a supplier” tagline. Website was updated with new campaign content, social media Brand Ambassador Program (BAP) was started, content was created to support campaign – including video, ebook, and sales tools. Weekly status meetings were set to support project goals throughout partnership.

Results: Website traffic grew by 20%, over 1,400 total views of the 3-in-1 video was viewed, and Riverhawk acquired two new national accounts within the first 6 months after launch.





Watch Video



I Recommend C3 for Business Transformation

"I chose C3 Team to help Riverhawk Industrial Supply with our strategic planning because of their knowledge and expertise in the industrial manufacturing, distribution and construction markets. Craig and Wendy helped our leadership team develop a go-to-market strategy plan to enhance our value proposition and messaging around a 3-in-1 supply chain program that provides a competitive advantage in the marketplace. I would recommend C3Consulting for business transformation."

Sarah Finayson
Riverhawk Industrial Supply
President and Owner

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