

# Strategy, Channel Development, Marketing and Sales Strategy

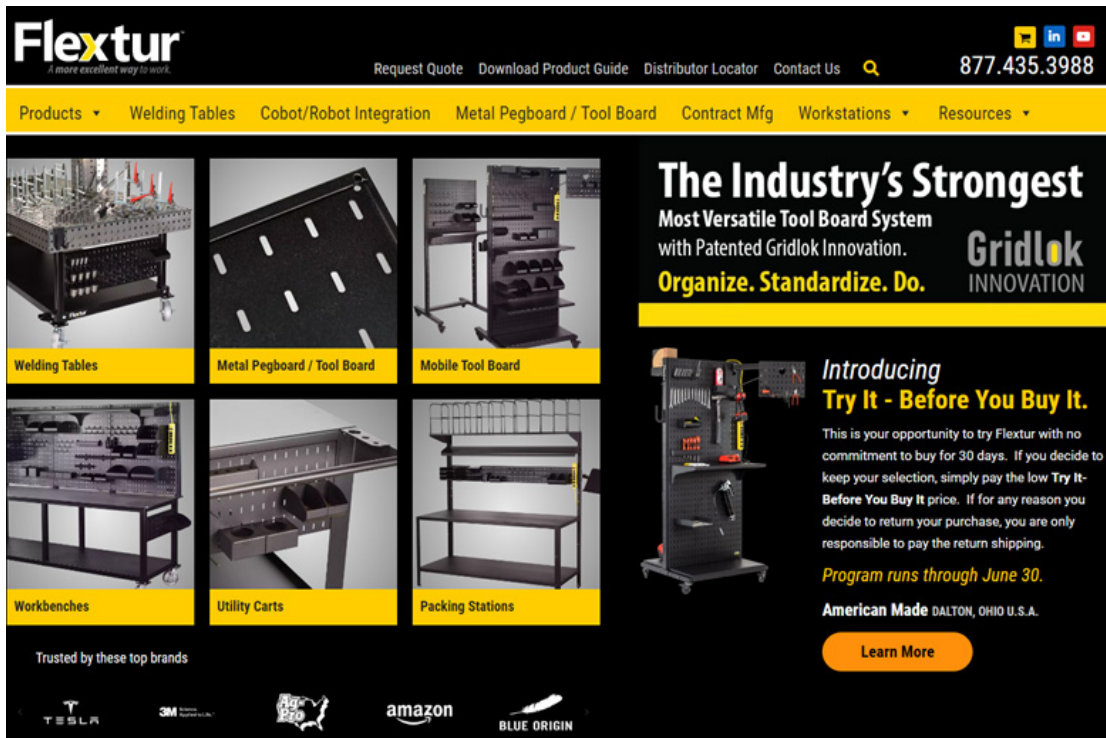
## C3 helps Flextur™ build distribution strategy to support their vision for growth

**Client Background:** Flextur, formally Pioneer Equipment, was a start-up in the Industrial and Welding Channels.

**Challenges:** Flextur needed to build their value proposition, messaging, and unique competitive advantage for growth in the Industrial and Welding Channels. As a new supplier to these markets, they needed access to the market. But first, they had to convince the market that they have value to bring to distribution and ultimately the end user. Distribution needed a reason to need Flextur.

**Solution:** C3 worked with the leadership team to define a sales and marketing plan and ultimately an overall strategic plan to drive connectivity to the leaders and key decision makers within distribution. Built a much more SEO friendly website, key messaging for all media, and the value proposition to support their solution they provide to the market. Created sales and marketing tools to support their network of manufacturing reps and distribution partners.

**Results:** Launch to market, gained access to some of the largest Welding and Industrial distribution partners.



The screenshot shows the Flextur website homepage. At the top left is the Flextur logo with the tagline "A more excellent way to work." To the right of the logo are navigation links: "Request Quote", "Download Product Guide", "Distributor Locator", "Contact Us", and a search icon. Further right are social media icons for YouTube, LinkedIn, and Facebook, and a phone number "877.435.3988". Below the navigation is a yellow menu bar with categories: "Products", "Welding Tables", "Cobot/Robot Integration", "Metal Pegboard / Tool Board", "Contract Mfg", "Workstations", and "Resources". The main content area features a grid of product images with labels: "Welding Tables", "Metal Pegboard / Tool Board", "Mobile Tool Board", "Workbenches", "Utility Carts", and "Packing Stations". To the right of this grid is a large promotional banner for "The Industry's Strongest Most Versatile Tool Board System with Patented Gridlok Innovation." The banner includes the slogan "Organize. Standardize. Do." and the Gridlok Innovation logo. Below the banner is a "Try It - Before You Buy It." promotion, which offers a 30-day trial period with a low price and a return shipping policy. The program is noted to run through June 30 and is "American Made DALTON, OHIO U.S.A." A "Learn More" button is located at the bottom of the banner. At the bottom of the page, there is a section titled "Trusted by these top brands" with logos for Tesla, 3M, Amazon, and Blue Origin.



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