

# Case Study Sales Support

## Client

### Crystal Window & Door Systems

National manufacturer of vinyl and aluminum windows and doors and high-end fenestration systems

## Challenge

Provide marketing communications that enhance corporate image and support sales efforts in a sustainable manner.

## Actions

- Develop technical and sales literature
- Create multi-purpose customer communications
- Plan and execute customer events
- Establish trade show presence
- Work with in-house personnel to develop marketing expertise



*Technical literature, trade show displays, educational forums and customer newsletters*

## Results

- Crystal Windows' sales literature is cost-effective and has impact with target audiences.
- Technical literature receives industry awards and recognition.
- Customer events promote and build long term relationships that increase sales.
- Trade show participation results in significant lead generation.