



How MOTM Enabled Consistent Customer Acquisition in a Low- Margin Steel Trading Business

CASE STUDY

STEEL TRADING

Industry Context

Client Snapshot

The Business

A mid-sized steel and alloy trading company operating in India's highly competitive MSME segment. With over five years of market presence, the business operates on thin margins in a volume-driven, price-sensitive environment where every customer conversation counts.

Business Type

Steel & alloy trading

Sales Model

Volume-driven, price-sensitive

Experience

30+ years in business

Market

India MSME segment

The Challenge: Operating Without a Sales System

With over 30 years of industry experience, the business began facing a growth roadblock driven by market saturation and increasing competitive pressure. Constantly changing procurement teams made it difficult to maintain relationship continuity, while the absence of an accurate and structured follow-up system led to inconsistent engagement and missed opportunities.

As a result, customer acquisition became unpredictable and reactive, making revenue forecasting nearly impossible. The sales approach lacked structure, forcing the owner into daily firefighting mode instead of focusing on strategic growth.

Customer Acquisition

Average 15% conversion rate

Sales Pressure

Sales target attainment averaged 60%

Recurring Customers

Repeat business rate below 20%

Owner Involvement

4+ hours daily in sales decisions

Sales System

Sales process automation: 0%





Why MOTM Was Engaged

The business owner recognized that growth required more than just working harder. They needed a fundamental transformation in how sales operated—moving from ad-hoc efforts to a repeatable, scalable system that could function without constant oversight.

1

Consistent New Customers

Achieve a consistent 15% month-over-month growth in new customer acquisition.

2

Repeat Orders

Increase the repeat customer rate by 20% within the first year.

3

Reduced Owner Involvement

Reduce owner's direct sales involvement by 70%.

4

Process-Driven Sales

Implement a documented, repeatable sales process, reducing ad-hoc efforts by 85%.

The Solution

What MOTM Implemented

MOTM introduced a comprehensive, execution-focused sales framework designed specifically for the realities of steel trading. The system emphasized consistency, accountability, and multi-touch customer engagement—all managed and executed by MOTM's team to minimize client burden.



Daily Calling & Follow-Ups

Structured outreach cadence resulting in 95% prospect follow-up completion



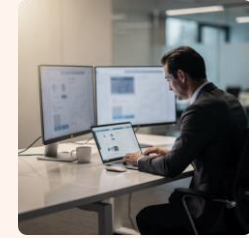
Multi-Channel Outreach

Phone calls, emails, field visits, and messaging combined into an average of 7+ touchpoints per prospect.



Customer Tracking & Reporting

Daily reporting on pipeline status and a 15% increase in conversion rates



Execution Ownership by MOTM

Full responsibility for implementation, reducing client's sales team involvement by 80%

Execution Output: Measurable Results

Within the engagement period, MOTM delivered tangible, quantifiable outcomes that transformed the client's sales operation. The systematic approach produced consistent results across all key metrics, validating the process-driven methodology.

70+

New Customers Onboarded

Qualified businesses added to the active customer base through systematic prospecting and conversion

45%

Repeat Orders Increase

Significant improvement in customer retention and repeat purchase frequency, resulting in a 45% increase in repeat orders.

75%

Reduction in Sales Supervision

Owner involvement reduced by 75% to periodic reviews rather than daily management, freeing up valuable time.

Business Impact: Transformation Across Key Metrics



The implementation of MOTM's system created ripple effects throughout the organization. Beyond immediate sales numbers, the business experienced fundamental improvements in operational stability, market positioning, and leadership bandwidth.



Revenue Growth: ~30%

Substantial top-line increase driven by new customer acquisition and improved retention



Customer Base: +25% Expanded

Broader market reach with diversified customer portfolio reducing concentration risk



Sales Consistency: +40% Predictability

Predictable monthly performance replacing the previous feast-or-famine cycle



Owner Dependency: -75% Time Spent

Business operations less reliant on owner's daily involvement in sales activities



Client Feedback

"MOTM helped us consistently acquire new customers and generate recurring business. Their process-driven approach reduced daily supervision and stabilized our sales."

The client's testimonial highlights the core value delivered: **consistency** and **reduced operational burden**. In a business where margins are tight and every customer matters, having a reliable system for growth made all the difference.

Outcome Summary

This case demonstrates that even in high-pressure, low-margin industries like steel trading, **structured execution beats heroic individual effort**. By implementing a repeatable sales system with clear accountability, the business achieved what many MSME owners struggle with: predictable, sustainable growth.

1

The Challenge

Unpredictable sales with daily fluctuations up to 40% in a volume-driven, price-sensitive market

2

The Approach

Process-driven customer acquisition with multi-channel outreach

3

The Result

30% revenue growth, 70+ new customers, owner involvement reduced by 75%

4

The Insight

Structure and execution beat ad-hoc effort in competitive markets

Ready to Build Your Sales System?

If your business faces similar challenges—unpredictable customer flow, high owner dependency, or inconsistent sales performance—MOTM's approach can help. We specialize in building low-touch, repeatable customer acquisition systems for businesses operating in competitive, margin-sensitive markets.

