

# Performance Technologies

## When brand loyalty no longer rules.

Consistently increasing customer expectations had this major consumer brand struggling to maintain profitability goals. The company was seeing firsthand that “brand” doesn’t guarantee loyalty among customers if those customers don’t see value/differentiation in the offering.



### CHALLENGE

Noting an increase in competition, customers in the trade were making increasing demands for pricing concessions, marketing dollars, trade dollars and promotional monies.

### IMPLICATIONS

- Marketing dollars become major buying criteria for customers
- Decrease in profits
- Poor use of resources
- Customers successfully pit one brand against the other

### SOLUTION

- Established and taught a dynamic approach to negotiating and communicating internally and externally
- Developed a field implementation and reinforcement process

### RESULTS

- Created satisfying solutions which both parties embraced
- Improved long-term relationships
- Achieved profit expectations



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*Making businesses better*