

Leveraging a Win-Win Relationship

Supplier Partner Programs enabled a company to seize the day, gain major market share, and put their competitor out of business

Situation:

A manufacturer of lock boxes for the real estate industry faced a unique opportunity: their chief competitor's product had failed in the field, leaving its customers unable to show homes. Could the company triple its output and make enough product to grab its competitor's market share?

One supplier even worked on Thanksgiving to make the supply surge happen.

Our Process:

In a typical company, increasing output so significantly, even for the 45-day period required in this case, would strain suppliers who are unprepared to ship the extra volume, not to mention irritate employees who may not relish the thought of putting in extra hours, particularly with holiday vacations approaching. This company, however, was well prepared to handle the challenge. They had excellent relationships with their suppliers built on the principles of Supplier Partnership,

and a profit-sharing program in place with employees. With these win-win arrangements already established, they were primed to act quickly and seize this one-of-a-kind business opportunity.

Excited by the potential profit, the staff rallied. Production worked overtime, the salespeople came down to the floor to build product. Suppliers stood to profit as well, and shipped extra parts to fuel the production rush. One supplier even worked on Thanksgiving to make the supply surge happen.

Results:

- The company shipped the necessary volume to fill the demand, and gained new customers who remained loyal even after their old supplier regrouped.
- Relationships with employees and suppliers grew stronger from the team effort, and everyone involved made money on the deal.
- The competitor filed for bankruptcy, having lost their customer base to a company that was ready to mobilize its resources and leverage its win-win relationships.