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Proof of a business' viability arrives when customers sign up. Hugh helped Tractics develop a repeatable, scalable process to drive business through the door and revenue to our coffers.

Mike Chase
CEO
Tractics

Tractics Corporation Case Study

The Situation – Tractics Corporation, an asset management and tracking solutions provider for the transportation and logistics industries, was at a critical turning point. Seven years of management misdirection and a historic inability to deliver a distinct, valued business proposition left customer prospects unresponsive, and board members and stakeholders apathetic. Despite millions invested to fund the company, its future was stifled by its past.

In a “last charge” attempt to save Tractics, recognized industry leader Mike Chase was brought in to serve as its CEO. Within months, Tractics successfully introduced its first product, was within grasp of obtaining its first beta customer, had aligned with assorted technology leaders and was honored with one of Central Ohio’s top technology awards. But lacked an effective sales program.

The Challenge – Even with a successful realignment of the company’s focus, product offerings and operating model, the absence of a formalized, proven sales program put Tractics in jeopardy of missing both revenue and investment opportunities. Chase understood this. He also realized that his own lack of time combined with a thin sales background would hinder progress in this critical area. Chase turned to Hugh Cathey of Columbus-Partners. From the outset, Cathey was challenged to:

- Elevate the sales process to ensure reps were comfortable approaching c-level decision makers with a pitch.
- Identify, prioritize and target industry channels most likely to be receptive to Tractics’ offer.
- Retool proposals ensuring customer needs and competitive differentiators were consistently and clearly highlighted.
- Educate a novice sales staff on the subtleties of closing a deal efficiently and professionally.

The Outcome – Today, Tractics Corporation executives and sales staff have the skills, scripting and tools needed to successfully present its offering to some of America’s most widely recognized trucking, transportation and manufacturing brands. In less than a year, with Cathey’s help, Tractics has:

- A comprehensive sales compensation plan that is attracting some of the best and brightest sales talent in the industry – on commission pay only.
- A vertical market focus that allows the company to make the best use of its limited staff and resources.
- Test offerings with Fortune businesses including Penske and Pacer International.
- Industry endorsement by technology leaders Intel and Psion Teklogix.

Tractics CEO Mike Chase understands what it takes to turn a business idea into a profitable venture. He also knows when the assistance of a third-party expert best serves the company. He hired Hugh Cathey of Columbus-Partners to develop a revenue generating program that has become one of Tractics’ most critical business functions.