

# York Imperial Plastics Increases Sales with Lead Generation

## Real Results:

- 400 qualified leads
- \$500,000 increase in sales

**Company Profile:** Since 1985, **York Imperial Plastics** located in York, PA has been offering custom plastic injection molding and value added services for customers from diversified industries by pursuing a policy of continuous improvement and leading edge plastic injection molding technology. The company's success is due to its ability to provide both long and short runs, secondary operations and consistently deliver products of excellent quality to a diverse customer base.

**Situation:** At the end of 2007 York Imperial Plastics with assistance from MANTEC's western Pennsylvania partner organization Catalyst Connection, completed a rigorous exercise to define their key strategic initiatives. After significant market research the plan was implemented in 2008 with a clear, well structured action plan with responsibilities, timelines and measureable milestone outcomes. The strategic plan identified the need for increased sales and profits through new markets and continued diversification. In order to meet the goals of the strategic plan, assistance was needed through MANTEC with Synergistic Industry Relationships (SIR).

**Desired Results and Deliverables:** SIR offers comprehensive, effective sales and marketing services custom designed to meet the particular needs of each client. York Imperial Plastics met with the SIR staff to clearly define the target market and goals. The lead generation program would target key new geographic markets and provide qualified leads which York Imperial Plastics could turn to quotes and then sales.

**Results:** Within weeks SIR was meeting the expectations of York Imperial Plastics. In a year and a half, the lead generation program produced 400 qualified leads. All of these leads are potential new customers allowing the company to penetrate the key new markets defined in the strategic plan. York Imperial Plastics effectively communicated the results of the leads back to SIR. This helped to further refine and improve the calling program. After this successful initial effort, York Imperial Plastics expanded the calling program to its current customer base which is increasing sales and profits. As a result of the lead generation program, York Imperial Plastics realized a \$500,000 increase in sales.

**"The lead generation program that MANTEC brought to York Imperial Plastics was integral in meeting our strategic goals. SIR worked quickly to develop qualified leads. We continue to develop and follow up with the 400 qualified contacts and we look forward to expanding this program in the future." ~Bob Holbrook President, York Imperial Plastics**

To set up your Lead Generation contact your Professional Business Advisor directly or MANTEC at 717-843-5054

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