

CASE STUDY



3M's Aim to Educate Results in Sales at VegetableXchange

**"I would say [VGX] shortened
our time frame by 3-6 months."**

Chad Henke
Marketing Development Manager
3M

VegetableXchange (VGX) just happened to be the right tool at the right time for Chad Henke, the Global Product Manager for 3M Company. When trying to decide the right forum for discussing the new 3M™ Stretchable Tape Load Containment System (ST1000) and Scotch® Stretchable Tape, Henke knew he wanted to try something outside of the traditional trade show. Henke needed focused discussions with top-level decision makers and realized that VGX would be the right program for that to occur.

Said Henke, *"[VGX] allowed us to get very specific with a certain industry and meet with key executives that are going to make the decisions. **We wanted to step outside our normal tradeshow pattern and do something different and the results certainly spoke for themselves.**"*

Henke and his team had the opportunity to meet with eight different companies in two days at one location. Each of the meetings was valuable for 3M to educate the growers about what their new product was capable of, but was also valuable for 3M to learn more about how the vegetable industry works as well as how to better market their solutions to vegetable growers.

Henke said, *"We certainly learned a great deal from [the meetings at VGX] and have used what we learned in our marketing literature and brochures."*

Educational opportunities weren't the only benefits of the meetings at VGX, though. Real business occurred in these meetings, as evidenced by 3M's sale of 2 pieces of equipment and ongoing tape to DiMare because of their meeting at VGX.

“A 45-minute meeting, face-to-face, is certainly not something you’re going to get in a typical tradeshow environment.”

Chad Henke
Marketing Development Manager
3M

For more information please contact:

John Hendel
Managing Director
(952) 224-8540
jhendel@verticalxchange.com

Joe Monahan
Group Publisher
Meister Media Worldwide
(440) 602-9162
jwmonahan@meistermedia.com

The Challenge: 3M needed a new way to target key vegetable growers about their Stretchable Tape Load Containment System. They wanted to meet key people at key companies in a focused environment. Said Henke, *“We thought [VGX] might be a great opportunity for us to meet specifically with key members of the industry about our solution and the key benefits it provides.”*

The Outcome: Said Henke, *“DiMare certainly was our success coming out of [VGX] and we ended up with two 3M™ Stretchable Tape Wrapper units placed with DiMare located in Florida.”* Added Henke, *“We had the opportunity to learn more about the industry and how 3M solutions can make them more competitive.”*

While a relationship between 3M and DiMare existed prior to VGX, it existed only on the local level. *“Our Sales Professional had some success getting in and talking about the equipment and the benefits it could provide to DiMare, but was not able to get to the right levels of the organization to help pull the solution through.”* VGX gave Henke the opportunity to sit down and explain the specific benefits of their product with the decision makers from DiMare.

*“We did not have contacts at the right level to make those types of executive decisions. That carries a tremendous amount of weight in terms of speed-to-market to deliver the solution. **[VGX] shortened our time frame by 3-6 months.**”*

Henke anticipates an ongoing relationship with DiMare as they attempt to replicate this solution to other DiMare locations.

About VGX, Henke said, ***“It allows us to get to the right levels in the organization and to have a broader approach to a specific company rather than go location by location, sales rep by sales rep, to try to get to where we need to be. Certainly, the pre-event communication is helpful to qualify and further narrow down your selection of growers. A 45-minute meeting, face-to-face, is certainly not something that you’re going to get in a typical trade show environment.”***