

CASE STUDY



Electrostatic Spraying Systems Increases Sales and Relationships at VegetableXchange

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Bruce Whiting
Owner/President
Electrostatic Spraying Systems

Bruce Whiting, the owner/president of Electrostatic Spraying Systems (ESS), knew about VegetableXchange (VGX) for a couple years before finally deciding on the right time to attend. Said Bruce, ***"I decided that a couple of things could come out of the Xchange that would be very beneficial to me – the best that could come out was literally some sales where we could break into some of those bigger players in the vegetable industry. But even if that didn't happen, it's still going to be worth it to us because it'll give us feedback from the large growers that we dearly need at this point in the progress of our company."***

Prior to attending VGX, ESS participated in several trade shows and did some occasional advertising, but neither with any great success. The 45-minute, one-on-one meetings appealed to him as did the guaranteed face-time with some of the industry's largest growers.

Whiting did get the access to the large growers he was looking for and discovered that, even if the grower previously purchased a sprayer from ESS, they weren't necessarily using it and the sprayers had gone into disrepair. Grimmway, in particular, expressed this particular situation. Upon discovering this, Whiting offered to rebuild the sprayer completely in order for Grimmway to have a less expensive way to give the sprayer another try. Said Whiting, ***"I'd have to say, without the Xchange, we would not have had a sprayer at Grimmway today."***

A similar conversation took place with Tanimura & Antle, wherein Whiting discovered how dismissive the company was of ESS' sprayers. After demonstrating the product on-site as well as giving the attendee a reference for a sprayer he could see in action, Tanimura & Antle decided to give ESS's sprayers another try.

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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: ESS is a small company in need of insight and exposure. The company was in need of a forum where they could have an honest discussion with large growers in the industry. ESS also desired an opportunity to sell to the right person at the right level within the larger growers. Previous sales and marketing efforts failed to achieve the more personal interaction that ESS needed in order to grow and succeed.

The Outcome: Out of the 10 meetings that ESS had, Grimmway and Tanimura & Antle resulted in sales within mere months of the on-site meeting. 4 other meetings were with companies that expressed strong interest. *“I think the day will come when we’ll get a sprayer into Buurma, Holthouse, or Southern Colorado/JV Farms. The relationship is there.”* With several of those clients, demonstrations and tests have already been set in motion.

Said Whiting, ***“The two sales we made were directly from relationships that were established at the Xchange. With Tanimura & Antle and Grimmway, there’s a 99% chance we would not have had a sprayer at either one of those today had we not gone to the Xchange.”*** Whiting claims the key to success at VGX was being able to meet the right people in such a focused environment. *“VegetableXchange provided an atmosphere and a format where we could talk for 45-minutes really comfortably, really open, and I think it would not have ever happened outside of VGX. We probably would have talked to whomever we met along the way at some trade show. We probably have done that over the years and it obviously didn’t seem to bear any fruit.”*

Lastly, Whiting said, ***“We made back the money that we spent on the Xchange, and having Tanimura & Antle and Grimmway as references is going to pay dividends for a long time.”***