



## Fulcrum Supports Tier1MRO's Growth with Outreach Services

[www.tier1mro.com](http://www.tier1mro.com)



### OBJECTIVES

Tier1MRO began as EmagineIT and was a boutique Managed IT Service provider to industrial markets such as but not limited to; utility companies, turnaround crews, aerospace, defense contractors, manufacturing plants, and air craft hangers.

At the time, EmagineIT's small executive team was having a hard time organically growing and could not identify prospects, reach them, increase awareness, and provide the education needed to encourage a potential relationship.

### SOLUTION

EmagineIT, now Tier1MRO, engaged Fulcrum Sales and Marketing's team to develop a unique value proposition statement, conduct market research, develop targeted customer lists, and begin reaching out to to the various customer segments to create awareness.

Companies have a solution through this situation and condition with managing all the social media in a professional method and rearranging the management for our digital marketing plans.

### BENEFITS

#### 1. Outreach Based on Market Segments

Appropriate and compelling messaging (email and telephone scripts) were created and delivered based on segment analysis.

#### 2. Decision Maker Reach and Meets

Reached, educated, qualified, and coordinated sales opportunities with more than 6 manufacturers in the aviation, aerospace, manufacturing, and energy sectors.

#### 3. Capture and Learn From Insights

Insights for adoption and reluctance was captured and shared back with client's leadership so that critical strategies and tactics could be formulated and reworked.

### AT A GLANCE

#### CHALLENGES

- Difficult market to penetrate
- Minimal brand awareness
- Uncertainty on target

#### BENEFITS

- Turn-key outreach team
- Reduced need to hire sales
- Affordable and effective approach



### MIKE SHEFF

CEO, Tier1MRO

"Reece Theriot put together an awesome team and expanded our Business Development bandwidth overnight! Strong work ethic, proven process and outstanding results! Glad our paths crossed 6 months ago in Lafayette! Always looking for a reason to use them."