



ManufacturingGrowthLab.com

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126% INCREASE IN QUALIFIED LEADS — WITH 61% READY FOR SALES

How a global pump manufacturer replaced traditional selling with a unified marketing and sales system

Company Overview

This company manufactures air-operated double-diaphragm pumps used across a wide range of industrial applications. Known for engineering support and lifecycle service, the company serves customers through both direct sales and distribution channels.

The Situation

This global pump manufacturer had a strong product line and an established presence in the market, but its growth model was under increasing pressure.

Sales relied heavily on traditional methods, including outbound calls and in-person meetings, which were no longer producing the volume or consistency needed to support the company's growth goals. At the same time, different departments operated independently, each focused on its own priorities without a shared approach to attracting and converting customers.

As a result, sales cycles became long, new market penetration was limited, and the organization lacked a clear, scalable path to growth.

From the outside, this appeared to be a need for better marketing support or increased visibility and demand.

What Was Actually Broken

The underlying issue was not a lack of effort in sales or marketing — it was the absence of a unified system.

This manufacturer did not have a clearly defined go-to-market strategy that connected positioning, marketing activity, and sales execution. Messaging varied greatly across channels, making it difficult for prospects to understand where the company fit and why it was the right choice. The website did not effectively support the buying process, and internal teams were not aligned around how opportunities should be generated, qualified, and routed.

At the same time, there was limited visibility into performance. Without consistent data or shared metrics, it was difficult for leadership to understand what was working, where deals were being won or lost, and how to improve outcomes.

To achieve its growth goals, the company needed more than incremental improvements. It needed a system that could align its teams, clarify its market position, and create a more structured path from initial interest to closed business.

The Approach: Align the Organization Around a System

1. Diagnose & Align

Manufacturing Growth Lab (MGL) began by evaluating how sales and marketing efforts operated across the organization. This included assessing how opportunities were generated, how they moved through the sales process, and where breakdowns were occurring between teams.

This process surfaced a key constraint: while individual teams were working hard, no one was operating from a shared strategy or set of definitions. Marketing, sales, and customer-facing teams were not aligned on target customers, messaging, or how to move prospects through the buying process.

Creating alignment across these functions became the first priority.

2. Design the Marketing & Sales System Foundation

With alignment established, the next step was to define a unified approach for how the company would go to market.

MGL clarified the company's positioning across key industries and applications, establishing consistent messaging that could be used across both marketing and sales, and defining how opportunities would be generated, qualified, and distributed between internal teams and channel partners.

The team also developed a structure for how marketing would support sales through education, thought leadership, and early-stage engagement — ensuring that prospects were better prepared before entering the sales process.

Rather than operating in silos, marketing and sales were designed to function as a single, coordinated system.

The Approach: Align the Organization Around a System

3. Build the Infrastructure

Once the system was defined, the necessary infrastructure was implemented to support it.

The website was rebuilt to serve as a central hub for attracting, educating, and converting prospects. It was structured to clearly communicate the manufacturer's capabilities, industries served, and value to different buyer types, while also guiding users toward appropriate next steps.

Marketing and sales systems were also connected to provide visibility into lead sources, engagement behavior, and opportunity flow. This allowed teams to better manage how leads were handled internally and through its distribution network.

The result was a more controlled and transparent process for generating and routing opportunities across the organization.

4. Run and Improve

With the system in place, the manufacturer began operating with greater coordination and visibility.

Marketing efforts focused on attracting the right audience rather than simply increasing traffic, while sales engaged prospects who were more informed and further along in the buying process. Data from across the system was used to refine messaging, improve engagement, and optimize how opportunities were handled.

Over time, this created a more efficient and aligned operation, where each team understood its role in driving growth and could contribute to improving overall performance.

Results After System Implementation

126%

increase in total leads year over year

61%

of leads classified as sales-ready

3,000%

increase in social media traffic

15%

increase in organic search traffic

Notably, traffic growth was intentionally modest, increasing by only **15%**, as the focus remained on attracting **higher-quality prospects rather than volume for volume's sake.**

These results were the outcome of aligning the organization around a shared marketing and sales system. By focusing on attracting the right audience, improving how prospects were educated and qualified, and connecting marketing and sales efforts, the company was able to generate a higher volume of opportunities that were ready for meaningful sales conversations.

Results After System Implementation

The Most Important Outcome

While lead growth and engagement metrics improved significantly, the most meaningful change was operational.

This pump manufacturer moved from a set of disconnected activities to a coordinated system where marketing, sales, and customer-facing teams worked together with shared visibility and accountability. Each group understood its role in attracting, converting, and supporting customers, creating a more efficient and scalable approach to growth.

Client Perspective

“In a short time, the team developed a new website and executed a plan that resulted in a significant increase in high-quality leads. Our brand awareness and position in the industry have all considerably improved.”

– *Director of Digital Development & Customer Experience*



STILL RELYING ON TRADITIONAL SALES TO DRIVE GROWTH?

If your sales team is working hard but pipeline remains inconsistent, the issue is rarely effort.

It is often the lack of a system that connects how your company goes to market.

MGL helps manufacturers align their marketing, sales, and customer-facing teams around a shared revenue system — so growth does not depend on individual effort alone.

Build a More Aligned Growth System

We help:

- Clarify your go-to-market strategy and positioning
- Align marketing and sales around shared goals and processes
- Create a structured path from interest to qualified opportunity
- Improve visibility into what is driving performance

Start With a Great 8 Diagnostic

Understand where your system is misaligned — and how to fix it.

TALK TO THE MGL TEAM →