

Customer Success Story: Womack Machine Supply

Womack Equips its Sales Team with Negotiation Skills to Support its Strategic Pricing Goals



HEADQUARTERS
Farmers Branch, TX

FOUNDED
1953

INDUSTRY
Wholesale

ABOUT
Womack Machine Supply is an industrial distributor of hydraulic, pneumatic and automation equipment.

ABOUT WOMACK MACHINE SUPPLY

Womack Machine Supply (Womack) is an industrial distributor of hydraulic, pneumatic, and automation equipment with corporate offices located in Farmers Branch, Texas. Womack represents leading manufacturers of fluid power and factory automation products and maintains one of the largest inventories in the South and West in conveniently located regional service centers. Womack supplies individual components and complete system solutions to customers in industries such as energy, agriculture, construction, steel, mining, aerospace, and defense. If it moves, then Womack can help.

“We sell a certain value to our customer and our prices reflect that value. We got into the mindset and realized that our sell price is different from total the customer’s cost of ownership and ultimate value. It was pretty distinctly helpful to be able to say in a situation ‘well let’s renegotiate a part of the offering/ value instead of just lowering price.”

Kevin Kampe, President of Womack Machine Supply

WOMACK MACHINE SUPPLY’S CHALLENGE

Womack sells motion control products and services in nearly every industry. As for any distributor, price increases occur due to demand and economic circumstances, often outside of a company’s control. To keep up with steady cost increases without losing margin, Womack’s sales team needed to withstand pressure from customers and uphold the strategic prices set in place.

IMPLEMENTING NEGOTIATING TRAINING

Womack had worked with SPARXiQ for years, originally to initiate strategic pricing and improve its pricing structure. Embarking on the strategic pricing journey naturally crossed over into improving the company’s sales performance. To maintain margins during times with steady cost increases, the sales team needed to effectively negotiate with customers. When the opportunity arose to leverage negotiation training for sellers, Womack welcomed the new skills learning to reinforce its strategic pricing goals.



ABOUT SPARXiQ

SPARXiQ delivers analytics, tools and training solutions that help companies accelerate performance and profitability.

FOUNDED

1993

LOCATION

Cleveland, OH

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SPARXiQ.com

SPARXiQ provided Womack with an online negotiation training program, Negotiation Quotient, delivered largely through self-paced video episodes. Womack CEO Kevin Kampe explained the process that was used to rollout Negotiation Quotient to its sales teams. “Sales managers would take the course, and then the salesperson would have a week to complete it and then managers would debrief with the salesperson. After that happened, SPARXiQ would do a regular debrief with our sales management team,” he said.

Training initially kicked off with a session from SPARXiQ that showed Womack’s leadership team the benefits of sharpening their negotiation skills in the current market. The Womack sales team then successfully completed Negotiation Quotient over the span of 12 weeks. By breaking up the training and spreading it out, the sales team completed a module every two weeks at their own pace, allowing managers and reps to successfully absorb and apply the material.

ACQUIRING ACTIONABLE NEGOTIATION SKILLS

A notable takeaway from Negotiation Quotient for Womack’s sales team was learning various negotiation strategies available for different selling scenarios. “I think our guys were a little surprised at the techniques they could use,” Kevin said. “To have a bigger bag of tricks to use and knowing which approach would work best in a given situation was useful for them.”

“We have sales goals, but for me, it’s the salesperson satisfaction from the training and real-world implementation in the field that counts. Very rarely do you get such good reviews in sales training where sellers feel like they can use the content. That’s what makes the training worthwhile.”

Kevin Kampe, President of Womack Machine Supply

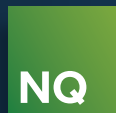
Beyond learning strategies for common negotiation situations, the Womack team learned how to maintain value for its customers. This mindset is also tied closely to their strategic pricing mission. Once Womack understood the value of its services and built a pricing structure to reflect that value, negotiation taught its sales team to defend that value, rather than simply lowering price.

All in all, it was enlightening for Womack to see how closely tied pricing and negotiation are, and how both relate to a company’s value for customers.

“We’re a much better prepared sales team to negotiate than we were before,” Kevin said.

Negotiation Quotient

Maintain control of negotiations and ensure better outcomes.



NEGOTIATION QUOTIENT

Negotiation Quotient teaches sales professionals across various industries how to capture the value they’ve created, while increasing profitability in the process. Sellers will learn how to uncover buyer pressures to even the playing field and successfully respond to buyer tactics and limit concessions.

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