

Packaging Companies

'One of the biggest challenges for packaging companies will be how to bring new products to market whilst still targeting sustainability and profitability goals for both consumers and packaging companies'
Sealed Air Corporation

Challenges for Sales & Marketing

With downstream suppliers able to outsource much of their packaging tasks to support economic growth, speed of innovation has become a key strategy with many customers expecting far shorter R&D cycles. Many established players are losing market share to smaller more specialist suppliers. Winning sales teams are finding ways to innovate and learn quickly to specialise within a lucrative product, or route to market.

Obstacles

Sales organisations within the packaging industry rely heavily on the strength of their network for attracting and retaining new business. With increasing pressure to diversify, a potential obstacle can be finding the organisations that could be interested in a niche offering or who could supply the products or services to make that offering both sustainable and cost effective.

How can SalesSift Help?

We help clients to find relevant and undiscovered companies. Our online platform uses a unique algorithm to create mathematical models of a company's website and pair those with information from data sources such as Companies House. This allows you to find companies based on highly niche characteristics that would be invisible to traditional search tools like LinkedIn and Google. Our clients include:



Features

Sextant

Sextant allows you to search companies by import and export behaviour, including the entire list of specific products the business has imported and exported.

This affords packaging companies the opportunity to cross sell across highly niche market sectors.

Sextant has empowered a logistics company to classify their target market and focus their offering on importers and exporters.

<input type="checkbox"/>	<input type="checkbox"/> PRINTED BOOKS, NEWSPAPERS, PICTURES AND OTHER PRODUCTS OF THE PRINTING INDUSTRY; MANUSCRIPTS, TYPESCRIPTS AND PLANS
<input type="checkbox"/>	<input type="checkbox"/> SILK
<input type="checkbox"/>	<input type="checkbox"/> WOOL, FINE OR COARSE ANIMAL HAIR; HORSEHAIR YARN AND WOVEN FABRIC
<input type="checkbox"/>	<input checked="" type="checkbox"/> COTTON
<input type="checkbox"/>	<input checked="" type="checkbox"/> Cotton, not carded or combed
<input type="checkbox"/>	<input type="checkbox"/> Rendered absorbent or bleached
<input type="checkbox"/>	<input type="checkbox"/> Other
<input type="checkbox"/>	<input type="checkbox"/> Cotton waste (including yarn waste and garnetted stock)



 Abacus

We are the only online resource that we know of which uses OCR technology to allow you to search for specific terms within the official PDF documents registered at Companies House.

This allows sales teams to identify previously invisible trigger events within key accounts, enabling them to reach out to potential customers in a compelling and timely fashion.

Our Abacus tool has enabled a leading City-based financial services company to identify high-value accounts improving opportunity conversion rate by 40%.

Strategic Report
For the Year Ended 31 December 2

Introduction

The Company is engaged in the sale o their overall packaging cost and imprc their end user customer. The Compan both sectors comprise specific machin

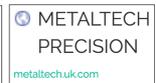
 Mirror

Mirror uses our proprietary machine-learning powered algorithm to identify websites that are mathematically the most similar to that of your clients.

This allows sales teams to uncover similar companies to existing clients which often convert at a higher rate. Our unique approach often uncovers a wealth of new companies invisible to tools that rely heavily on keywords and SIC codes.

Our Mirror tool has allowed an R&D tax credit company to expand their prospect list and save 10 hours prospecting time, per salesperson, per week.


TEWS ENGINEERING LIMITED
tews.uk.com


METALTECH PRECISION
metaltechuk.com


M & K HOLDINGS LTD.
masonking.co.uk


A.D. ENGINEERING (KENT) LIMITED
adengineering.co.uk


SIGMA PRECISION ENGINEERING LTD.
sigmaprecisionengineering.co.uk

 Microscope

Through our web-search algorithm, enter any search term as you would on Google, and find businesses with the closest association with that term.

This allows packaging sales teams to identify highly niche prospects based on specific terms found within their website. It also allows the business to re-evaluate their supply chain based on new information of local niche suppliers.

Our Microscope tool has allowed Investec to identify a number of sales qualified opportunities that were out of scope of their existing toolset.


SPRING FURNITURE COMPANY LIMITED
springfurniture.co.uk


CEDARTREE PRODUCTS LTD
cedartreeuk.com


MEDTEX LIMITED
medtex.co.uk

For more information, call our sales team on 0203 3898872 or visit our website at www.salessift.com.