



## ACCELERATE GROWTH THROUGH CUSTOMER ENGAGEMENT

**G&G**  
INDUSTRIAL LIGHTING  
11 - 50 employees

**i** G&G Industrial Lighting is a solutions-focused manufacturer of high quality, innovative lighting products for harsh environments. Their key markets include car wash, food processing, transit, infrastructure, automotive services and industrial focused electrical distributors.

**4.9/5**  
G&G CSAT Rating  
of Jolt Consulting



**CHALLENGE:** High growth revenue objectives could not be achieved with existing processes and technology tools. Desired to penetrate new vertical markets, however, lacked visibility into buyer purchasing behaviors and key aspects to accelerate pipeline. Desired to improve marketing automation in order to drive more qualified leads. Lack of sales forecasting to provide manufacturing insight into anticipated order volumes.



- Sales Cloud
- Pardot



- Manufacturing - Discrete

“With Jolt Consulting Group's expertise, we are now able to move leads quickly through the pipeline due to dynamic, personalized campaigns; measure and track campaign performance, drawing insights based on the data; better understand each step of the whole marketing process from click to close, capturing true marketing ROI.

*Cory Baright* **G&G** *VP, Finance*  
INDUSTRIAL LIGHTING



Redesigned and improved sales and marketing processes supported by Salesforce platform; increased visibility into sales and marketing activities.



Contact  
Ivan Moore



imoore@joltconsultinggroup.com  
480.459.1787