

SUCCESS STUDY**Document Strategies Inc.**

Afterburner Helps Atlanta-Based Document Strategies Inc. Achieve 122% of Revenue Goal

A Business on the Brink

By May 2020, Document Strategies Inc (DSI), the leading provider of print, copy and mail solutions in Atlanta, had felt the full brunt of the COVID-19 pandemic. DSI office equipment sales were off 70-80% in each of the last three months due to postponement of most customer purchase decisions. U.S. government Paycheck Protection Program (PPP) funds had been exhausted and soon the company would need to start laying off employees to survive. As the company's financial consultant put it, "in the next 60 days, if we don't hit these numbers, we're going to be in trouble."

At the same time, the Owner and President Lance Reed had made a strategic decision to pivot into a new lucrative market for temperature scanning kiosks to generate revenue and provide value to its customers. Introducing a new business line energized the sales and marketing teams, but also created additional complexities.

Reed engaged the experts at Afterburner to help focus and align his team on the critical leverage points necessary to simultaneously resuscitate the office equipment business and pivot to the new kiosk strategy. In 30 days, Afterburner leveraged its Flawless Execution methodology to help DSI exceed its revenue goal and instill a new way of working to ensure the company's success going forward.

One Team for the Greater Good

Prior to the Afterburner engagement, sales and marketing had worked very well independently to achieve revenue targets.



However, to survive the economic shutdown, they would need to align and act as one cohesive team to serve the greater good of the company.

Afterburner collaborated with Reed to create a shared vision of success for DSI, called a High Definition Destination (HDD), which was for DSI to be widely recognized as THE leading provider of print, copy, and mail solutions to traditional and remote workforces in the Atlanta metro market. Next, with Reed, Afterburner created the Mission Objectives around revenue targets, office equipment pipeline, and the new temperature scanning kiosk product launch.

**DOCUMENT STRATEGIES INC.****SITUATION**

Revenue 70-80% under plan
Weak pipeline creating uncertainty

RESULTS

Achieved 122% of revenue goal
Launched new product line
Layoffs averted

One of the key employees was designated as the “Ace” responsible for ensuring the completion of multiple, individual missions that would enable DSI to achieve the Mission Objectives. The fact that the mission Ace was a peer to front line employees was a highly beneficial paradigm shift for Reed, who, like many small business owners, is used to the weight being on his shoulders.

Reed says, “With the Afterburner methodology, there was much more peer-to-peer communication, and everyone was aligned to a common goal that they all were excited to achieve.”



Short term missions that supported the overall Mission Objective included building and tracking a common scorecard, developing an integrated marketing plan, and employing a highly disciplined approach to sales outreach. Because the company was in crisis mode, each highly regimented mission was tracked and debriefed daily, led by the Ace with support of the Afterburner team.

Best practices, successes and failures, and critical learnings were shared at each meeting. The sales and marketing team left energized and more equipped to succeed after each meeting. As one employee put it, “Afterburner helped us focus on defined Mission Objectives and put us on a very, very tight set of missions with a very defined strategy to accomplish our objectives.”

Mission Accomplished

In just one month, DSI turned the business around to achieve 122% of the June revenue goal. The team also launched the temperature scanning kiosk initiative, which generated revenue and, perhaps more importantly, created stronger relationships with DSI customers, who desperately needed this equipment.

Reed attributes much of his success to Afterburner, pointing to a new sense of ownership and accountability across the sales and marketing team. “It felt like we were benefiting from the expertise and methodology that only a Fortune 500 company would receive,” says Reed, “it was gratifying to see that everything that we said we were going to do, we did, and ultimately the mission was accomplished.”

Building on the recent success, DSI continues to work with Afterburner to develop new revenue and pipeline driven missions for Q3 and beyond, and is fulfilling its HDD to be the leading provider of print, copy, and mail solutions to traditional and remote workforces in the Atlanta metro market.



“Afterburner came in at a dire time where our company was questioning what tomorrow and the future would look like. They got us back on track and moved us beyond where we imagined we could ever be in this challenging environment.



LANCE REED, PRESIDENT

For more information about how we make your success our mission, contact Afterburner at 404.835.3500 or team@afterburner.com.



AFTERBURNER

www.afterburner.com