



## Shurtape Technologies LLC

Shurtape is an industry-leading producer of pressure sensitive tape products. We design, develop, and engineer our tape to meet the most exacting standards. Headquartered in North Carolina, we're a privately owned company, with manufacturing plants in Hickory, Stony Point and Hudson, North Carolina.

### Location

North Carolina, US

### Type

Private Sector

### Website

[www.shurtape.com](http://www.shurtape.com)

### Employees

501-1000

*“The use of the SITEFLO app has helped build credibility with our clients, quantify discovery of the customer’s pain/cost (often not known by the customer), and reinforce our unique approach. It has shorted our sales cycle by 70%”*

*-Shurtape Technologies*

## THE CHALLENGE

Shurtape Technologies LLC, developed the ShurSEAL program to highlight the benefit of their tape-head technology and the patented folded edge consumable for an improved experience and less waste at the end of line.

ShurSEAL recognized a need to provide a defensible position towards the value obtained by the ShurSEAL program verse competing tape head solutions. The premium product was accompanied with a premium price, and proving the price comparison made sense for a purchaser was a challenge. Focusing on the total cost of ownership was a clear way to compare solutions; but how do you empower your sales team with the tools required to do this effectively and efficiently.



## THE SOLUTION

SITEFLO offered the solution Shurtape needed to quantify the ShurSEAL program. The simplicity of the mobile interface and ease of deployment, enabled the sales team to focus their selling efforts with high value targets, discovered instantly via a powerful real-time reporting engine.

The reporting engine allows the data to be trended and visualized, making it easy to identify opportunities for improvement and build financial projections towards the true cost of ownership at a customer's end of line packaging environment.

The improved insight enabled Shurtape the ability to clearly illustrate the benefit of their solution and differentiate from simple price comparisons.



## THE RESULTS

The results exceeded expectations. The powerful insight SITEFLO provided made an immediate impact on the sales team.

- Sales Cycles were shortened by 70%
- Orders were secured at a 25% - 30% premium
- Built credibility and enhanced relations
- Broadened account penetration by involving multiple contacts
- Discovered customer pains and costs which they were often not aware of.

SITEFLO provided the executive sales team with clear insight towards the viability of an account for better forecasting and how best to position against various competing systems based on historical performance data.



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UNCOVER FOR YOUR  
ORGANIZATION?

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