



A·P·E CONSULTING

ANALYSIS · PLANNING · EXECUTION

CASE STUDY - DEFINE BY FIVE™

Driving Growth for Diesel Pumps

Diesel Pumps Ltd was established in 1961 by Raoul Smith, with his son Scott taking over the business in 1999. Diesel Pumps are well known for providing the highest quality service, specialising in fuel injection, turbocharger equipment and power upgrades.

They have built a strong customer base over the years including garages and workshops, fleet customers, marine work and 4WD vehicle owners. Despite many loyal customers, changing industry trends and increased competition meant Diesel Pumps were looking to grow their business and develop the plans to do so.

Scott and Tracey were referred to A.P.E Consulting Ltd in 2017, wanting to be more proactive in their marketing and seeking the coaching and guidance to do so. They undertook A.P.E's Define by Five™ Sales Change Management Programme which helps business owners identify, then implement sales and marketing strategies to drive sustainable growth.

Initially A.P.E Consulting identified Five growth strategies for Diesel Pumps then worked alongside Scott and Tracey to develop their sales and



marketing plan, coaching and guiding them through its implementation. By understanding their customers and market sweet spots, Diesel Pumps have been able to target their efforts for sustainable growth. They have achieved this through new customer management practices, industry segment targeting and new marketing initiatives.

Three years later and Ian from A.P.E continues to meet regularly with Scott and Tracey in an advisory role, keeping them on track and providing an external sounding board. A.P.E's creative team have also helped with the development of collateral for Diesel Pumps to utilise in their marketing.

"We have been working with Ian from A.P.E for over three years now. Ian came to us on the recommendation from a fellow business contact. We wanted to regenerate and grow our business, needing help to implement successful marketing tools, put new systems in place and with Ian's guidance, we have achieved this and more. Ian keeps us accountable with regular meetings, He is always very approachable, easy to contact via phone or email. Would highly recommend to any business needing guidance, advice and expertise".

SCOTT AND TRACEY SMITH, COMPANY DIRECTORS

DIESEL PUMPS LTD