

Crouzet Corporation

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Client Since: 2004

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Doug Sherman
Manager of ELE Product Marketing

Company Profile

Crouzet started operations in the US in 1978. A global company of about \$180M, Crouzet, headquartered in France, now has approximately 2,000 employees in more than 14 countries. The company has three major lines: control products (such as liquid level controls, programmable logic controls, timers, relays and voltage and amperage controllers); motor products (including sub-fractional AC, DC, brushless DC, linear and stepper motors from 1 watt to 250 watts); and a wide variety of sensor products.

Marketing Goals & Strategy

Since Crouzet's direct sales representatives specifically target OEM accounts, their marketing goal is to reach engineers responsible for designing equipment requiring Industrial Automation Control products. Crouzet wants to bring as much value as possible to the application to ensure their products will be included as part of the OEM's product for its entire life cycle. To accomplish this, Crouzet must connect with the engineer as early as possible in the design process.

The IHS GlobalSpec Solution

With over a million registered users, IHS GlobalSpec gives Crouzet broad exposure to the engineers and technical buyers they want to reach. IHS GlobalSpec's SpecSearch technology makes it possible for Crouzet to reach prospects at the precise time they are sourcing specialized motors for their OEM projects.

When Crouzet's product offerings match the specifications required, Crouzet is included in the search results and receives the same level of exposure as larger, more well-known manufacturers. As the visitor progresses through the search process, a lead is generated. The marketing intelligence included on the lead (detailed information about the prospect and the specific product(s) of interest) makes the sales process faster and more efficient for both Crouzet and its customers.

In Their Own Words

“GlobalSpec helps to level the playing field with respect to product exposure, which gives us a fair shot at competing with companies that may have greater brand-name recognition,” says Doug Sherman, Manager of ELE Product Marketing.

“It used to be that you'd buy advertising in 12 issues of a trade magazine and perhaps a buyer's guide, hoping to get some exposure. But you can't be sure you are going to be seen at the right moment.”

“GlobalSpec puts us in front of the right person at the right time. We get leads generated by GlobalSpec exactly when the engineer is looking for the product that we make.”

“It's a lot easier and far more worthwhile to spend time and effort on prospects who you know already have a need for what you make.”