

Rowan Group Transforms Innovators into International selling company

Rowan wins international deal for new equestrian innovation

Goods from Kelowna Equestrian will be available internationally thanks to the help received from sales and marketing consultancy Rowan Group. Kelowna Equestrian - innovators and manufacturers of specialist equipment for the equestrian industry has developed the 'Kelowna Ground Pole Holder', a new safety device designed to protect horse and rider when training with ground poles. With help from Rowan, the company has now launched the product and signed a major deal with Shires Equestrian, one of the largest international distributors of goods for horses and riders.

Rowan Group developed market intelligence and used its commercial expertise to identify the best routes to market and understand the demand for this type of product. Its specialist team contacted horse owners, riders and major equestrian organisations to establish buying patterns, emotional drivers and product needs. Rather than providing a report on its findings Rowan developed and implemented a practical 'Go to Market Plan' that would deliver genuine commercial opportunities and get the revenue through the door.

Having achieved the agreed scope of activity by generating significant interest amongst end users and manufacturers, Rowan went on beyond the brief to successfully secure a major contract for Kelowna with Shires Equestrian. As a major distributor Shires has agreed to produce, market and sell the product on an international scale.

Managing Director of Kelowna Equestrian, Steve Sedgwick, commented: "We knew we had a great product which would help many riders, but we didn't know how to get it to market profitably. Rowan took a practical and proactive approach and as a result we are now ready to launch our product to an international market."

Marketing Director of Rowan, David Owen said: "Working with Kelowna Equestrian was a challenge for us as it is not a field we were familiar with, but we applied our proven sales performance techniques and soon achieved excellent results. We are delighted that we have helped achieve this springboard to success by introducing them to Shire Equestrian."

Rowan Group helps a wide range of businesses, from major companies to start-ups, to make their sales and marketing more successful and deliver increased revenue and profits. The company uniquely specialises in taking a hands-on approach to its customers' needs. Where other consultancies are well-known for weighty reports on what needs to be done, Rowan gets involved at the sharp end, leading change from the front and becoming part of the client's team. Combining the best in practical sales experience and the highest quality business processes, Rowan helps businesses by delivering improvements in top-line performance and commercial outcomes. From getting innovations to market to leading transformation in sales, Rowan focuses on the top line to help customers meet their revenue and profit targets.