

## CUSTOMER CASE STUDY

### INTERATLAS CHEMICAL

Industry: Chemical Distribution • St. Catharines, Ontario, Canada • [www.interatlaschemical.com](http://www.interatlaschemical.com)

InterAtlas is a chemical distribution company offering tailored solutions for clients facing issues in buying and receiving chemicals for their products.

InterAtlas is a chemical distribution company that believes their work is not what they do but rather *how* they do it. Committed to forming long-term relationships over short-lived gains, InterAtlas works with clients to combat typical industry issues. Companies that need chemical supplies often face a lack of supply security, long lead times, reduced cash flow, cumbersome logistics, complex risk management requirements, and a lack of market knowledge. InterAtlas is proud to overcome these challenges through their services.

But this wasn't always the case. Before Dale Carnegie, the company had little direction. "We did what everybody else was doing," says Alex van Zijl, CEO of InterAtlas. "We were aggressive, and we were trying to break through walls. But we were not aware of what it was that we truly offered. We thought we were selling chemicals, and to an extent we were, but we felt there was something more to be had and there was something more to it."

Before even starting the training, Dale Carnegie & Associates made an impact on Alex. He recounts how, after playing phone tag to get the program set up, the trainer asked Alex, "Have you given up?" This was what Alex needed to hear to understand that perfecting his business was now or never.

"That's when the trainer pointed out that as a company, we had an offering, but were we aware of that offering? Were we sure that offering was what our clients wanted? Were we sure that it was a good offering? And how were we communicating that offering? That really opened my eyes that Dale Carnegie is what we'd been looking for," says Alex. "We do sell chemicals, but really, we're offering security of supply."

But the importance of the Dale Carnegie training went well beyond identifying the company's offerings. Alex says, "I think the training made us even more valuable to our clients because we started having business discussions. Rather than, 'My product is this and this is how much it is,' now

we were talking about actual supply chain challenges and business challenges and how we could be of value."

Alex also says to make sure employees are aligned with the message of the company's offering. "When you go in, you're not pedaling a product. Instead, you're trying to understand their business, and you have a genuine interest in how their business is run so that you can determine if our offering is truly what they're looking for. If it is, then that's what you can sell, but don't sell too early. First, you listen, you ask questions, and you determine if there is a match."

Listening first, asking questions, communicating over selling—these are all takeaways from the Dale Carnegie course. "It really pays itself back for the company and for the person as well," says Alex. "They could probably take the training and go somewhere else, and that's a risk you take. But there's also a real risk involved in not training your people and having them stay with you. I would rather train them and develop them."

Alex says that new hires who have not gone through the course show less insight, understanding, and engagement. "The right people get really enthusiastic about it and actually apply it," he says. "It really brings the overall team's knowledge and skill levels up. That's been a bit contagious throughout the organization."

InterAtlas will continue to be a leader in its field as its employees utilize the Dale Carnegie Course training to bring value to clients.

**"By becoming more aligned with our clients, we've also become much more relevant to our clients. And that relevancy factor is very important because that gives sustainability to the business."**

- Alex van Zijl, CEO

#### Challenge

InterAtlas was a company sprinting into the future but without a clear direction. They knew their business went beyond "selling chemicals" but couldn't identify what else they brought to the table.

#### Solution

Dale Carnegie's training helped InterAtlas define their offering, align it with their ideal clients, and communicate their value effectively.

#### Results

InterAtlas found renewed purpose with the value they now provided, they increased their profit margins to fit that value, and they have developed closer employee and client relationships.