**For Immediate Release**

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**Sales and Channel Consulting Firm CNVRT Launches in North America**

*BLD Marketing sister company designed to serve building product manufacturers exclusively*

**BALTIMORE, MD...**CNVRT, a brand-new sister company to BLD Marketing, launches strategic sales and channel services for building product manufacturers in North America.

CNVRT offers solutions to improve building product manufacturers’ company value and cashflow by focusing on the interconnectivity of sales and channel efforts with marketing goals. Services provided by CNVRT are aligned to support investors, ownership, BOD/C-Suite, sales, and channel leadership.

“Connectivity among the sales, marketing, and channel functions of building product manufacturers is critical to achieving overall company goals. CNVRT’s primary focus is to assist the sales and channel functions of client companies to optimize revenue and company valuation,” says Vince Scarfo, CEO. “Our team of subject matter experts move the needle for clients by providing consultation on sales structure, channel development, and overall sales performance.

CNVRT’s team of highly-skilled building product professionals offer validated experience managing and directing building product manufacturer C-Suite, sales, channel, and distribution teams from the executive and senior levels.

“Our extensive knowledge and experience helps our clients close the gaps between corporate and marketing objectives, and sales and channel execution,” adds Scarfo. “Eliminating and or mitigating these gaps leads to quicker revenue generation, reduced operating costs and improved company valuation.”

CNVRT utilizes streamlined processes, improved communication, metrics, sales, and channel training that optimizes operations and the performance of each department — all to achieve revenue goals and improved company valuations.

“Building product manufacturers that silo marketing, sales, and channel efforts are at risk as the industry continues to evolve and struggle with profitability,” says Scarfo. “CNVRT aims to eliminate barriers to interconnectivity using technology and best practices to significantly and effectively transform building product manufacturers’ businesses.”

The services and solutions that CNVRT provides were previously offered by LarsonO’Brien. The company’s recent transformation to BLD Marketing provided a perfect opportunity to establish CNVRT as a separate, but complementary company so that it could further build out its services to meet demand and have its own clear identity in the marketplace.

To learn more about CNVRT and its full range of building-product-specific consulting services and solutions, visit [www.CNVRTconsulting.com](http://www.cnvrtconsulting.com/)

**About** **CNVRT Consulting**

CNVRT is committed to transforming the building products industry using the latest industry-best methodologies, tools, and practices focused on creating seamless, effective, and executable interconnectivity between corporate objectives and marketing, sales, and channel execution for manufacturers of building products.

Visit [www.CNVRTconsulting.com](http://www.cnvrtconsulting.com)

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