

nwestco Website Build - Client Call Summary

Client Overview

Company: nwestco - Equipment and parts distributor for fuel systems (Western US) **Contact:** CEO (Mike) - 6 months in role, previously Chief Commercial Officer at \$1B refrigeration/HVAC company **Referral:** Adam (Petro West) - previous Tandem Theory client
Website: <https://nwestco.com/>

Company Stats:

- Rapid growth: \$66M → \$120M projected (nearly doubled in ~1 year)
 - 8 branches across 6 states
 - PE-backed, growth through acquisitions
 - No marketing department, current website 6-7 years old (built in-house)
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Current Website Problems

- Unprofessional appearance, doesn't reflect \$120M business
 - Unclear what company does ("I don't understand what you guys do")
 - 6-7 years old, dated but "not horrible"
 - Content is "like ragù" - verticals and services mixed together
 - Missing basic elements: clear forms, contact methods, quote functionality
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Project Goals

Primary Objective: Professional, impactful website with clear messaging

Key Requirements:

- Not overly complicated (similar scope to Petro West and Kinley Construction sites)
- Clear value proposition and differentiators
- Reflect company culture and feel
- Effective contact/quote forms
- WordPress platform (they control hosting)

Target Audiences (multiple stakeholders):

- Customers (retail fuel stations primarily)
- Future employees (trades recruitment/retention)
- Future investors

- Potential acquisition targets

Timeline: End of Q1 2026 launch (April 1 target)

Examples They Like

- **Petro West** (Tandem Theory) - "really nice and professional" <https://petrowestinc.com/>
 - **Kinley Construction** (Tandem Theory) - aviation fueling, similar industry <https://kinleyconstruction.com/>
 - **United Uptime** (competitor) - just rebranded, nice flow and scrolling <https://uniteduptime.com/>
 - **Guardian Fueling Technologies** - decent competitor site <https://www.guardianfueltech.com/>
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Positioning & Messaging Status

Work Completed:

- Basic positioning for Northern California digital campaign
- Agency interviewed branch managers and leaders
- Key differentiators and value prop drafted
- 3-year strategy and 10-year vision presentation (CEO can share excerpts)

Work Needed:

- Deeper dive on positioning (but not "super significant")
- Clarify equipment/parts distributor vs. value-added services
- Customer segmentation messaging (national accounts, regional, local)
- Vertical-specific messaging (retail fuel, data centers, commercial, industrial, municipalities)

Strategic Documents Available:

- Board presentation with differentiators, culture, key messaging
 - Value proposition work
 - Customer segmentation framework
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Business Positioning Challenges

Identity Tension:

- "We're a distributor, but so much more"
- Internal confusion - some employees say "we're a distributor"
- CEO emphasizes value-added services beyond equipment/parts (not Grainger)
- Service, construction, training capabilities need emphasis

Primary Vertical: Retail fuel stations (gas stations) - current focus

Growth Verticals: Data centers, commercial, industrial, municipalities, car dealerships

Future Marketing Needs (Beyond Website)

Near-term priorities:

- Sales tools and selling assets (not old-school brochures)
- Sales scripts (current team not pitching correctly)
- Case studies highlighting problem-solving and full spectrum solutions
- Social media strategy (currently ad-hoc but active)
- Digital campaigns (one per quarter budgeted)

Digital Marketing Challenge:

- "Nobody in our industry has cracked the code on digital marketing"
 - Most customers in footprint already know the players
 - Considering Zoom info/HubSpot for prospecting lists
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Budget & Business Context

Budget Reality:

- PE-backed but budget-conscious ("shoestringing it")
- CEO must get budget approved despite title
- Website is "add back" (one-time, not ongoing expense)
- Willing to invest for potential sale/exit positioning
- Already received one quote from another vendor
- Requested range from Tandem Theory

Growth Context:

- Rapidly growing, highly attractive business
- Potential market exit in near future
- Website needs to support high valuation ("pay way too much for this business")

Website Re-architecture Needs

Content Strategy:

- Refresh existing 6-7 year old content
- Align with value proposition and key differentiators
- Re-architect information hierarchy
- Matrix approach: Customer segments × Verticals (future state)
- Weave company culture into site

Technical:

- WordPress (existing platform)
 - Full access to hosting/domain
 - Simple, clear navigation
 - Effective lead capture and quote forms
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Next Steps

Timing:

- Tandem Theory to provide proposal next week (after Thanksgiving)
- Budget range requested
- April 1, 2026 launch target

Materials to Share:

- Excerpts from board presentation (strategy, messaging, differentiators)
- Customer segmentation framework
- Value proposition work

Acknowledged Risk: Internal delays typically cause project timeline issues (CEO aware and committed to agility)

Relationship Notes

- Strong introduction from Adam (Petro West)
- CEO impressed with Petro West and Kinley websites
- Currently using small SoCal agency for basic digital work

- Open to long-term partnership
- CEO understands agency partnerships (worked with several over 10 years)