

National Retail Sales Channel Transition

OVERVIEW

A major telecommunications brand needed a cost-effective solution to address its under-performing national retail channel. They initially executed a dual partner structure, selecting MarketSource and a Texas-based organization for two of six sales regions.

ACTIONS

MarketSource designed and implemented a complete turnkey national retail sales strategy channel with a national footprint that would control costs while remaining operationally transparent to the customer. MarketSource absorbed the carrier's exiting field team of 600. The final solution included full and part-time associates, a national management structure, in-store event sales team and a training and brand advocacy team.



RESULTS

MarketSource has forged a long standing partnership with the carrier. With superior field execution and higher sales performance led the carrier to dissolving the dual partner structure awarding the entire program to MarketSource. The program has generated double digit year-over-year growth while reducing overhead cost by 10%.