

Technology Supplier Teams with MarketSource to Generate **\$50 Million in Annual Revenue**

OVERVIEW

For business technology solution providers, the small- and mid-sized business (SMB) market has traditionally been a difficult customer segment to cost-effectively reach and support. Sales and technical resources are heavily allocated to those clients whose revenue can generate the best possible ROI for the business. As a consequence, SMB customers can be left with minimal to no support, resulting in a revenue gap for the solution provider.

Our client (a global supplier of communications hardware and software) was dealing with this exact issue and needed a profitable and cost-effective way to sell their solutions to the SMB customer base of their partner, a global technology service provider. They and their partner needed an industry-savvy, technically-sound sales force with a strong knowledge of the SMB customer space. They also needed an answer to the ongoing issues they'd had with past attempts to support the SMB market, such as high turnover and an inability to quickly hire qualified individuals.

ACTIONS

In collaboration with the client, MarketSource designed and executed a sales channel solution, which provides end-to-end service. We put together a completely self-contained business unit comprised of:

- Field sales personnel throughout the U.S. directly responsible for the growth of the client's complex business technology solution footprint in both the SMB and, in more recent years, enterprise channels.
- Business development resources working within our client's business offices, interfacing with our clients on a daily basis.



- Inside sales personnel helping the service provider’s diverse national sales teams when they call into the sales center to engage on opportunities with their customers.
- Sales engineering resources to assist in designing the optimal technical solution for the customer.

The sales teams engage with customers directly, presenting complex products and solutions, explaining quotes, demonstrating equipment, and educating customers on proposed solutions. They are also responsible for cost-justifying systems, while producing additional revenue through add-on sales and maintenance contracts. End users benefit with an easily reachable single point of contact who offers seamless service and coordinates the entire solution from beginning to end.

RESULTS

Since partnering with MarketSource, our client has experienced significant sales growth in both their SMB and enterprise business.

Annual Revenue Generated	Year-over-Year Sales	Close Rate	Average Sale Size	ROI
>\$50 million	35% increase	>25%	150% increase	>340%

