

Network Edge Solutions Provider Realizes Over 2X Expected Year-Over-Year Revenue Growth

CHALLENGES

- New market launch
- Channel partner mindshare
- Dispersed salesforce

KEYS TO SUCCESS

- Customized, right-fit sales team
- 360° sales enablement
- Channel enablement

Situation

Our client, an industry leader in LTE and 5G network edge solutions, needed a sales team to open a new market and drive sales of their products through their largest service provider partner channel. Difficulty gaining access to and mindshare of the service provider's large and dispersed sales force was challenging enough but convincing the team to position and sell the client's products over all other comparable solutions in their portfolio further hindered sales.

Solution

MarketSource deployed a right-fit sales team, configured for our client's needs, fully certified on their product portfolio, and dedicated to selling these products to the shared customer base of the service provider. The MarketSource team became an extension of the client's own sales teams and operated inside the client's sales ecosystems and applications behind the service provider's firewall. The team managed the entire direct sales engagement—from lead generation to opportunity qualification, including design and proposal generation, solution review, demo delivery, selling, and contracting. In addition, the team was responsible for equipping sellers to communicate our client's brand value proposition and educating the service provider's sales teams on our client's product portfolio. These channel enablement activities ensured that the service provider's sales teams were able to identify and engage in opportunities to position and sell our client's products.



year-over-year
revenue growth



120%

of new
growth goals



1:20

expense-to-
revenue ratio



3

record-breaking
sales quarters
over 2 years

Results

MarketSource achieved record results for our client, including more than two times year-over-year revenue growth, 120% of new growth goals, a 1:20 expense-to-revenue ratio, and three record-breaking sales quarters over two years.



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MarketSource, an Allegis Group company, is a sales acceleration company focused on delivering better outcomes for many of the world's most iconic brands. We design and operationalize managed sales and customer experience solutions in B2B and retail environments. Our solutions are purpose-built and tech-enabled to deliver measurable improvements in business outcomes.