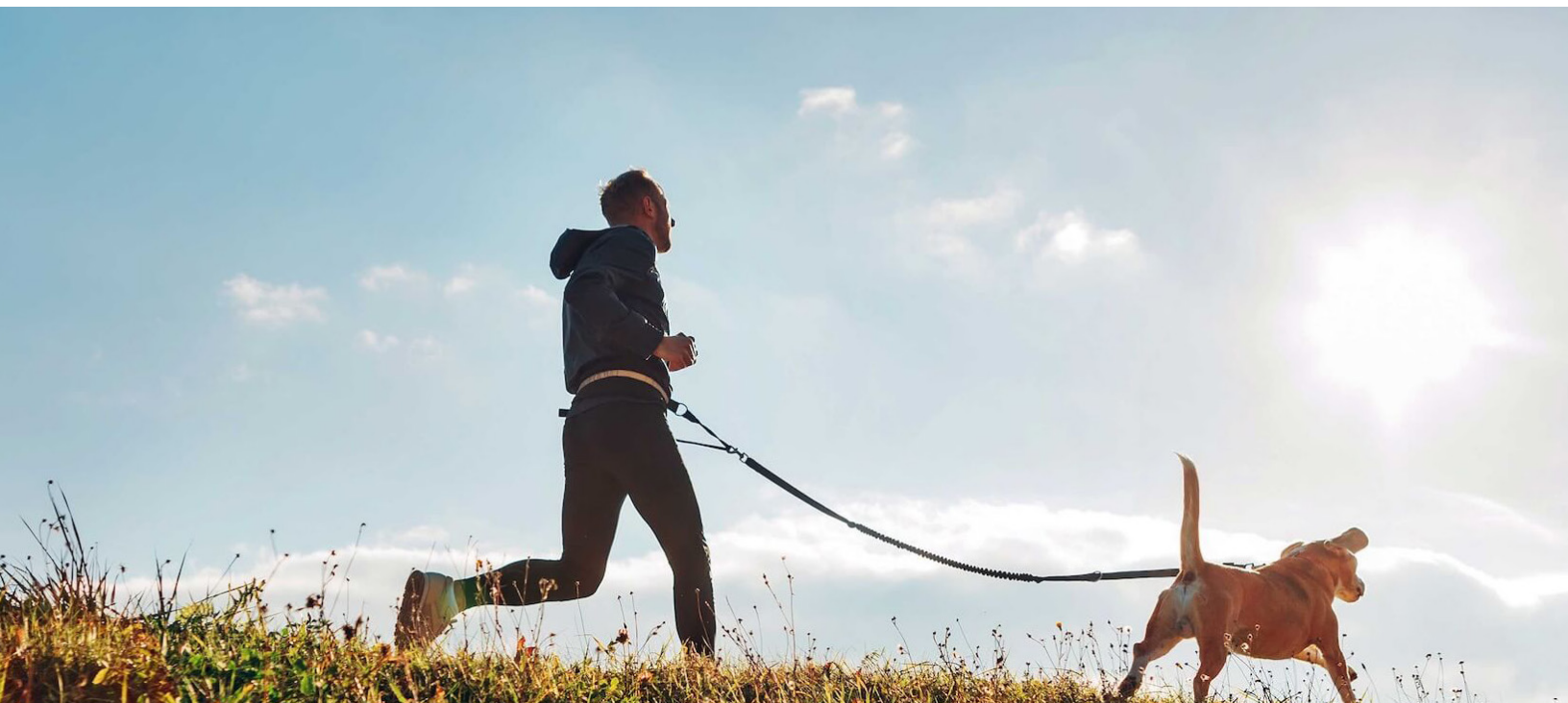


Pet Wellness Products Manufacturer Gains 600 New Veterinary Accounts in Less Than 90 Days

From Cutbacks to Comebacks: Turning a Sales Force
Reduction into Revenue Growth



WHAT WE DID

Strategic Account Management
Customer Engagement Center



INDUSTRY

Pet Wellness Products



RESULTS

600 New Veterinary Accounts in <90 Days
10% Tail Account Growth



Maintaining Sales Momentum After Major Workforce Reduction

CHALLENGES

50% field sales team reduction

Disruption of service to key veterinary accounts

Neglect of tail accounts

Escalating cost of sales

[SITUATION]

A pet wellness products manufacturer, whose primary distribution channel for its pet supplement product was veterinary clinics, experienced a 50% reduction in its field sales force. Faced with far fewer resources, the company needed both to minimize disruption to its strong relationships with large veterinary offices and drive growth among smaller, often overlooked veterinary clinic accounts, all while reducing its cost of sales. The company engaged MarketSource to manage and grow its relationships with mid-tier and smaller, emerging accounts so the client's remaining team could focus on servicing high-value veterinary accounts. This allowed the client to maintain tail account sales momentum and realize new tail account revenue potential, all without losing traction with key customers.



A Scalable, Strategic Account Management Model

KEYS TO SUCCESS

Calculated customer segmentation

Strategic account management

[SOLUTION]

We implemented a full-service account management solution, where our customer engagement team assumed management of and outreach to the client's tail veterinary accounts. Through proactive follow-up and personalized engagement, they deepened existing relationships and boosted customer retention.



“Your team is in constant contact with me as needed, which allows us to have better coverage. On top of this, the follow-up from the team is outstanding.”

Team Leader, pet wellness products company

Real-World Results



600 New Veterinary Accounts in <90 Days



10% Tail Account Growth

The program not only preserved the client’s sales momentum during a period of transition but also expanded their reach into and increased revenue growth from its tail account base. Within three months, MarketSource boosted sales volume from existing accounts by 10%, and attracted over 600 new veterinary accounts.

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 B2C environments. Our solutions are purpose-built and tech-enabled to deliver measurable improvements in business outcomes.