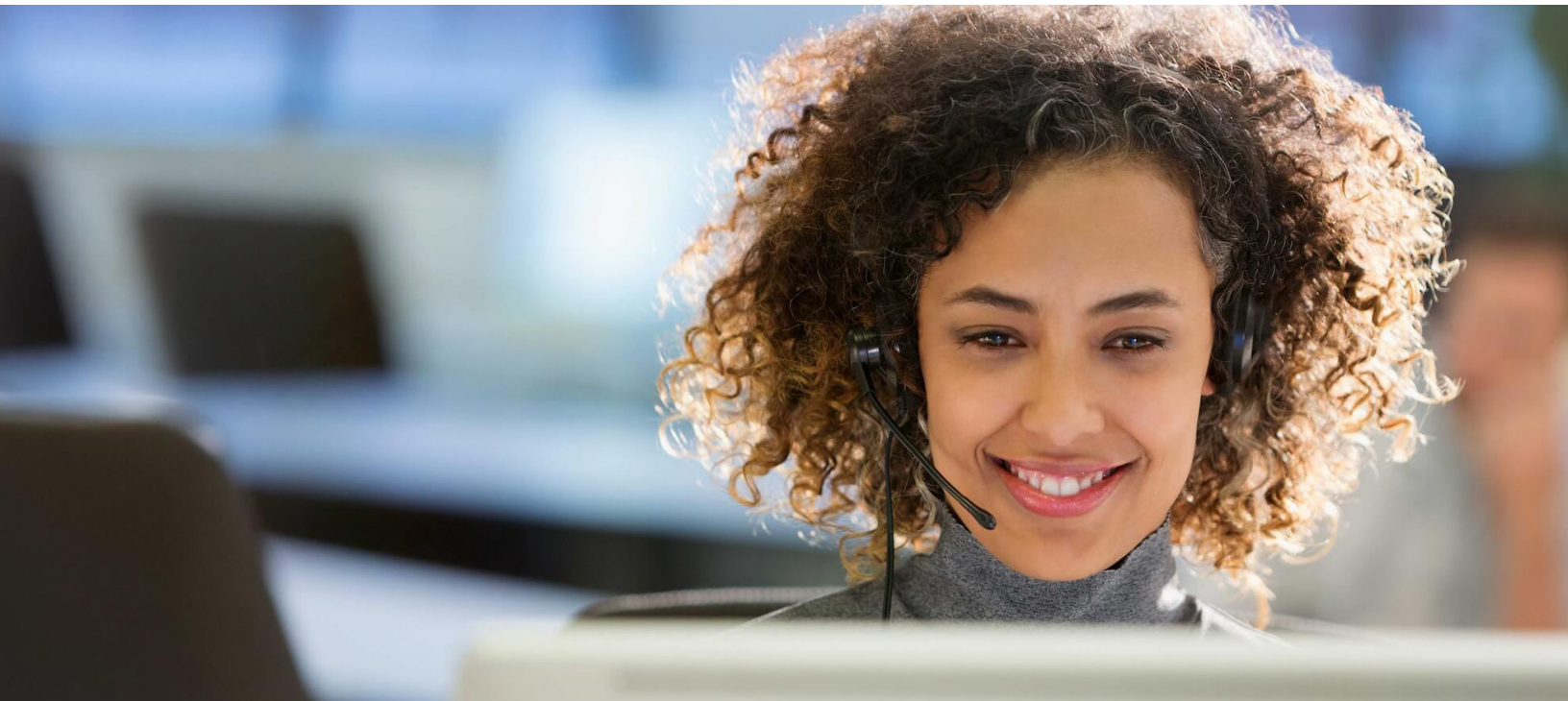


AI-Powered Sales Team Recovers Revenue for Major Audio Brand



WHAT WE DID

Agentic AI Deployment



INDUSTRY

Technology



IMPACT

Recovered Revenue

SMB Market Share Growth



Lack of Inside Sales Team Left Leads Neglected, Created Revenue Leak

[SITUATION]

Our client identified a strategic growth opportunity within the SMB segment. They had a strong network of resellers to fulfill SMB orders, while a separate enterprise team served their larger accounts.

But there was a disconnect.

While marketing was generating a high volume of SMB leads, sales lacked sufficient resources to engage or qualify them. After dismantling its underperforming inside sales team, potentially valuable prospects went untouched, creating a critical revenue leak.

They needed a scalable way to quickly qualify and route opportunities to the right sales team for conversion. They engaged MarketSource to provide an AI-backed, dedicated lead qualification and inside sales program to stem their revenue leak and boost conversion rates.

CHALLENGES

Marketing-sales
disconnect

No inside sales team

Neglected leads



Embedded Agentic AI Stems Revenue Leak and Deepens Sales Impact

[SOLUTION]

Marketsource embedded Agentforce by Salesforce directly into the client's sales workflow. Agentforce prioritizes leads for reps each day, ensuring they're calling the right leads at the right time. It also identifies leads that are more likely to buy by comparing each one to those that have already converted. It also handles administrative tasks that typically reduce selling time, such as gathering and providing real-time account information, so reps don't have to do their own research, and drafting emails on reps' behalf.

Agentforce enables us to validate use cases, refine workflows, scale high-impact use cases that improve our reps' productivity and sales effectiveness, and demonstrate measurable value before broader deployment.

KEYS TO SUCCESS

Agentic AI in sales workflows

Strategic alignment of marketing and sales



Embedded Agentic AI Stems Revenue Leak and Deepens Sales Impact

[SOLUTION]

Agentforce enables:

AI-powered call preparation: Agentforce automatically reviews accounts and populates key buyer profile information, enabling reps to start conversations with greater confidence and context and less manual research.

Real-time conversation intelligence: By analyzing buyer intent and sentiment during calls, Agentforce provides live recommendations that help reps adapt, engage, and move opportunities forward.

Automated next-best actions: AI-generated follow-up emails, task recommendations, and workflow prompts reduce administrative work and keep momentum high after every interaction.

Knowledge at the point of need: Reps can instantly access relevant content, resources, and sales guidance within Agentforce, eliminating time spent searching for information.

Client captured

critical new
revenue by
transforming
previously
neglected
marketing
leads into
actionable
sales
opportunities.

Real-World Impact

Our AI-assisted sales team is helping our client capture critical new revenue by transforming previously neglected marketing leads into actionable sales opportunities. By ensuring full leverage of their marketing investments and improving alignment between their marketing and sales channels, we're helping them achieve their strategic objective to grow SMB market share while maintaining focus on enterprise opportunities.