

eCommerce Giant Taps Growth Partner to Accelerate Last-Mile Sales



WHAT WE DID

Global Growth Ecosystem

Enterprise-Scale Sales
+ Execution Team



INDUSTRY

Technology



IMPACT

Rapid Scaling of High-Growth,
High Volume Team Market



Workforce Constraints Prohibited Critical Rapid Sales Team Scaling

[SITUATION]

When our client set an ambitious goal to dramatically increase its fulfillment volume through a local small business partner network, it faced a significant operational challenge: scaling a specialized sales organization quickly enough to support its growth targets while navigating workforce constraints and maintaining program performance.

CHALLENGES

Rapid workforce scale requirements

Retention and tenure limitations

Management capacity constraints

Aggressive growth objectives

They needed to rapidly triple the size of their Account Development Representative (ADR) team responsible for partnering with small businesses in local markets, critical to accelerating last-mile fulfillment capabilities and to reducing its reliance on traditional channels.

But several obstacles stood in the way:

Workforce scale requirements: They needed to build and support a large, geographically dispersed sales organization at speed



Workforce Constraints Prohibited Critical Rapid Sales Team Scaling

[SITUATION]

Retention and tenure limitations: Internal workforce policies limited how long certain contingent workers could remain on assignment, creating ongoing turnover and continuity challenges

Management capacity constraints: Beyond frontline sales talent, they required additional team leaders and operational support personnel to oversee, coach, and manage the growing organization

Aggressive growth objectives: The program needed to scale quickly enough to support their goal of significantly increasing enrollment of SMB partners



MarketSource Execution. Allegis Group Growth Engine.

[SOLUTION]

MarketSource leveraged the strength of its broader Allegis Group ecosystem to deliver a solution that combines specialized recruitment scale with managed sales expertise and execution. Working alongside our sister operating companies:

Actalent provided extensive recruiting capacity, dedicating dozens of recruiters to build the talent pipeline

Aston Carter contributed specialized recruiting expertise

MarketSource delivered what the client ultimately needed most: a fully managed sales solution with the leadership, talent management, operational rigor, and field expertise required to execute at scale

Leveraging the collective power of Allegis Group, MarketSource rapidly recruited and deployed a network of sales leaders and support personnel who partner directly with the client's internal management teams and oversee day-to-day execution. We assumed responsibility for managing performance, supporting retention, and ensuring program continuity, allowing our client to focus on business outcomes rather than workforce administration.

KEYS TO SUCCESS

Collective Allegis Group ecosystem

Specialized recruitment, deployed at scale

Strategic sales execution

Client attained

a level of
speed,
flexibility, and
execution that
standalone
providers can't
replicate.

Real-World Impact

MarketSource is helping the client rapidly expand a strategic sales program that is dramatically accelerating local business partner growth. With the Allegis Group ecosystem, the client gains a single, coordinated solution capable of recruiting, deploying, and managing a high-growth workforce at an enterprise scale. They attain a level of speed, flexibility, and execution that standalone providers can't replicate.

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.