

B2B Inside Sales

Case Studies

Healthcare Recovery Services Lead Generation

A B2B inside sales program that focuses on quality, recovery services leads for the field sales team.



\$27M

in opportunity uncovered
in year 1

The Challenge

Lack of consistent sales results:

- YOY revenue decline
- Ineffective coverage
- Predominant focus on large accounts
- Field sales inability to penetrate smaller accounts
- Ineffective funnel growth

The Solution

- Inside Sales Executive was deployed to cover the market to find new sales channels, drive leads and grow revenue
- Handle objections and close business
- Averaged 742 activities (calls/emails) completed per month on a target of 600
- Database created and all call information captured in Salesforce.com
- Nurture leads for future opportunities

The Results

- 5 leads per month
- Over 75 leads uncovered
- Scheduled calls for the field sales team
- Strong C-level executive database of “who to call”
- \$27M in opportunity
- Developed new sales channels to drive revenue at a lower cost

Sales Technical Product Sales Specialist

Inside Sales Specialists work in tandem with assigned Field Reps to build a strong knowledge base, qualify opportunities and close sales.



105%
of Target

The Challenge

- Maintaining customer satisfaction while growing the business
- Territory size driving significant travel spend
- Prospecting in a large territory while closing business

The Solution

- Inside Sales Specialists (ISS)
- Work closely with 2 or 3 field sales reps
- ISS qualifies opportunity, field rep closes
- Strong technical knowledge center
 - Ongoing training deepens knowledge and techniques
 - CRM tool used to capture and share account knowledge

The Results

- 9 Inside sales specialists support 20 field reps
- \$9.3 Million in revenue YTD
- 105% of target
- Decreased cost of sales
 - Lowers required number of field resources
 - Eliminates spotter fees to other channels
- Increased coverage and improved retention
 - Virtual territory access
 - Cadenced customer contact

SMB Account Management

A Virtual Sales Team is assigned territories, commits to sales targets and cultivates strong customer relationships.



\$22.5
Million

The Challenge

- Recruiting agent owners in parts of the USA
- Finding a sales channel that can:
 - Drive market share
 - Retain customers

The Solution

- Virtual Sales Executive (VSE)
 - Territory ownership
 - Complete sales cycle responsibility
 - Daily contact targets / non-users
 - Ongoing sales training
- All opportunity knowledge captured in CRM tool
 - Maintain territory knowledge
 - Use in marketing campaigns
 - Cultivate future opportunities

The Results

- 60 inside sales reps
- \$22.5M Revenue
 - 4 units on average/month/sales rep
 - \$7,250 per transaction
- 300 customer contacts per month/sales rep
- 8 opportunities per month/sales rep
- Ongoing training program
- Low turnover builds strong customer relationships

Major Wireless Provider

A B2B inside sales program that focuses on quality, consistency and 'sales that stick' has exceeded the client's expectations.



\$139
Million

The Challenge

- Lack of consistent sales that stick from channels in place:
 - Outsourcing
 - Internal outbound
 - Sales Leadership

The Solution

- We developed a sales culture
- Achievement Based Compensation (ABC)
- Cost Per Sale (CPS) financial model
- Client billed only for sales post the deactivation period
- Streamlined the multi-call and multi-touch point nature of the 2-3 week sales cycle

The Results

- \$139M customer lifetime value
- 1,940+ new customers
- Expanding team now surpassing 100 sales agents
- Exceeded client expectations
 - Improved customer loyalty
 - Increased revenue streams

IT VAR Inside Sales Support Program

An Inside Sales team focuses on contacting the dealer network to increase mind share by offering sales support and product knowledge to drive incremental revenue.



153%
of revenue target delivered

The Challenge

- Lackluster sales
- Lack of focus by the dealers
- 80% of program revenue coming from 20% of the dealers
- Not core business to the dealers

The Solution

Virtual Sales Executive (VSE)

- Contact dealers every 30 days to increase mind share
- Join Customer calls by phone
- Proposal and RFP support
- Pass on product knowledge to make dealers more self sufficient
- Leverage success stories to support dealer recruiting

The Results

- Prior year 89% of plan
- 1st year with inside sales program – 153% of plan
- Best dealers drove more revenue than prior year

Global Electronics Manufacturer

A Business Development team uncovers leads for their field counterparts in the hospitality industry.



\$8M

in opportunity uncovered
in 4 months

The Challenge

- Field sales inability to fill funnel while closing business
- Lack of sales growth
- Lack of success with prior inside sales outsourcing programs

The Solution

- Virtual Sales Executive (VSE)
- Database created and input to Customer's Siebel DB
 - 600 activities per month per VSE
 - Leads passed to field when Customer in the buying window
- All information from each call captured in Salesforce.com
- Maintain territory knowledge
 - Use in marketing campaigns
 - Nurture leads for future opportunities

The Results

- Over 125 leads per month per VSE uncovered
- \$8M in opportunity

BPO Outsourcing Lead Generation

A Business Development team uncovers leads for their field counterparts in a complex services business.



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Leads per month per VSE

The Challenge

- Lackluster sales
- Too much focus on existing accounts

The Solution

Virtual Sales Executive (VSE)

- Contact lists input into Salesforce.com
 - Uncover leads
 - Handle objections
 - Ongoing sales training
- All information from each call captured in Salesforce.com
- Maintain territory knowledge
 - Use in marketing campaigns
 - Nurture leads for future opportunities

The Results

- 5 leads per month per VSE
- 600 customer activities per month/VSE
- Ongoing training program

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