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

**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.

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

$22.5 Million
Major Wireless Provider

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

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

$139 Million
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.

**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

153% of revenue target delivered
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.

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

5 Leads per month per VSE