

Leveraging their network wasn't enough anymore

Case Study Snapshot:

B2B Consulting Firm

The partners of this database analytics firm had been leveraging their existing network of contacts to uncover new business opportunities.

For additional growth, they decided to productize some of their services and take them to market. They didn't have a dedicated salesperson to do this though.

They thought about hiring a full-time salesperson but neither partner had the time or expertise to manage one.

The initial productized database offering they created was ideal for large corporations in their target category.

The Sales-Onsite (SOS) team put together the following program to reach out to this market:

- Salesforce.com CRM: SOS identified the right stories and companies - and researched the appropriate contacts for import into their CRM.
- Recommendations for content (sell sheets, presentation decks, sales support docs) were suggested for their team to create.
- A part-time, highly experienced business development person was provided (a combination of being onsite at the agency and working remotely) to execute the business development program for them.



As a result

of the business development program and sales activity provided, this company's name became familiar as a database consulting services provider to this market segment, several meetings were scheduled with key companies – and they gained a new 6-figure, ongoing client (a US and Canada based \$800M company.)