

## CASE STUDY

### Establishing an Inside Sales Channel

#### Client

A Global 500 manufacturer of peripheral computer equipment

#### Business Challenge

The Client needed an outbound Inside Sales team that could effectively manage the Small-to-Medium Business (SMB) channel partners program to increase channel sales and units sold. Over the previous two years, sales from the channel partner base were declining at a rate of 20% year over year. In addition, the SMB reseller contact database contained less than 10% accurate information.

#### Solution

Within 30 days, Direct Alliance deployed a geographically assigned outbound Inside Sales force that aligned with the territories of the Client's large account sales group. The team work closely with the existing and new channel partner segment to increase coverage, brand and increase revenues-all while consistently providing a positive customer experience on behalf of the Client.

#### Learnings and Outcomes

Timely and accurate communication and process management was essential to achieving the Client's goals. Order processing, coordinating multiple requests and providing information quickly and accurately to the SMB channel partners were just some of the challenges presented and successfully addressed by Direct Alliance that enabled the Client to improve unit and sales results.

#### Metrics

In the first year, the outbound Inside Sales team reduced the declining revenue trend from 20% to 5%. Contact information in the contact database went from less than 10% accurate to more than 90% accurate. The outbound SMB reseller team finished at 137% of forecasted revenue for 2003.