

CASE STUDY

Using Integrated Sales Teams to Extend Market Coverage

Client

A Global 500 manufacturer of computer hardware and peripheral equipment

Business Challenge

The Client needed to establish a new inside sales channel that would work with its existing Field Sales Representatives (FSRs) to increase sales and improve profitability among its business, education and government markets' customers. With this decision, they needed to resolve issues associated with multiple channels including customer ownership and compensation.

Solution

Direct Alliance deployed a dedicated team of Inside Sales Account Managers (ISAMs) who identified, tracked and maximized every sales opportunity based on customer segment, revenue potential and field coverage. They processed field orders so that the FSRs could focus on closing larger deals. Both representatives were fairly compensated, and the customer received a higher level of service.

Learnings and Outcomes

Growth in customer demand doesn't always mean more money and sales people. With Direct Alliance's involvement, the Client's revenue, customer satisfaction and overall profitability improved with a 25% reduction in the number of face-to-face field representatives.

Metrics

Since implementing the program in 1999, the number of new accounts has increased 25% overall. Customers that originated in the field and were handed off to internal ISAMs are now worth 150% more than the average customer account. Sales from accounts with annual revenues of less than \$250,000 improved by 25%, and profitability improved by two percent on more than \$50 million in annual revenues. Today, Direct Alliance is responsible for bringing in more than \$250 million in sales revenues annually for the client.