

CASE STUDY

Accelerating Sales through Account Management

Client

A Global 500 manufacturer of peripheral computer equipment

Business Challenge

The Client needed to aggressively increase overall sales conversion to drive additional revenue. They had a current outsourced facility focused on their direct selling efforts, but were failing to hit their sales targets. Additionally, budget constraints prevented the Client from increasing short-term, demand-generating activities.

Solution

Direct Alliance established a dedicated inbound channel sales team and implemented a three-tiered allocation program that drove the greatest number of calls to top performers. These top sellers focused on achieving a minimum number of calls answered per day, converting leads into revenue, and demonstrating and communicating outstanding and consistent product knowledge with customers.

Learnings and Outcomes

Direct Alliance's partnership with the Client was instrumental in turning results around, including our integral role in forecasting monthly sales developing promotional materials. Our monthly sales reviews and marketing suggestions increased consumer awareness of the Client's brand and resulted in a commitment by the Client to double advertising through radio, print, and television.

Metrics

The Direct Alliance inbound sales team, which was up and running within the targeted timeline of one month, increased conversion rates by 6% and has since maintained conversion rates greater than 25%. In the first year, revenue increased by 22% over the previous year and the Client continues to enjoy double-digit growth every year.