

CASE STUDY

Using Outbound Sales Teams to Acquire and Retain Customers

Client

A Fortune 500 manufacturer and developer of IT equipment and solutions

Business Challenge

The Client needed to grow their federal government customer base and revenues by replacing the efforts of a contracted outside sales team. Relying on channel resellers, customer reactivation, penetration, and retention was expensive and difficult to quantify, and the team struggled to obtain new customers focused on a sole manufacturer solution.

Solution

Direct Alliance deployed a dedicated nine-person outbound Inside Sales team to proactively obtain new business by calling on existing accounts and sales leads, focus on incremental new revenue through additional opportunities, and provide customer service support to the Client's field support team. Specialized training on the Client's process, sales techniques, and unique government conditions, including contracts (GSA, BPA, DOI, SEWP, and NASA) and TAA compliancy enhanced the team's effectiveness.

Learnings and Outcomes

Effective communications between the two teams was imperative. The Direct Alliance team performed daily sales contact to acquire, retain, and reactivate customer accounts, provided both front- and back-end sales support, developed a tool to report Client information needs, and provided regular feedback and suggestions to enhance current contract vehicles.

Metrics

The Direct Alliance outbound sales team was up and running within one month of inception. The team has improved sales 325% in two years and the breadth of buying accounts is up over 100% year-over-year. In addition, the team helped improve conversion rates by developing a pre-pricing bid strategy, has implemented new purchasing vehicles (BPA and SEWP), and publishes new opportunities by brand to the outside team on a weekly basis to drive communication and customer acquisition.