

Communications and Network Services Provider Exceeds Revenue Goal by More than 2X; Achieves 61% Win Rate

CHALLENGES

New product launch

Minimum revenue constraints

Long sales cycles

KEYS TO SUCCESS

Inside sales team

Proactive sales support

Rapid customer response times

Situation


A global communications and network services industry leader needed a sales overlay team to facilitate sales and customer contracting for a new SD-WAN product offering supporting its largest business segment. This MarketSource client had an existing internal team supporting these efforts; that team also supported an expanded portfolio of products and solutions requiring a significant minimum revenue threshold to engage in support. The new SD-WAN product offering would not regularly meet these minimum revenue guidelines and needed more focused support to ensure we achieved the client's revenue and customer acquisition. In addition to the minimum revenue constraint, this team's time frame for sales engagement and discovery was long and would frequently result in disqualifying opportunities. The company's product organization needed a solution to provide quick and reliable overlay support in selling and fulfilling orders for their new SD-WAN offering.

Solution

MarketSource implemented a managed inside sales team to provide the client with proactive sales support for the SD WAN leads and opportunities within its largest business segment. This team operated behind the client's firewall and appeared as internal peers to the client account teams they overlaid.


+2X

incremental lift
per location


61%

win rate

**+\$39K**

average sale size

**21:1**

revenue-to-
expense ratio

They utilized the client systems and processes and adhered to aggressive SLAs designed to promote fast response times in support of the account teams and their end-user customers. This team did not have minimum revenue thresholds and provided expedited support for all opportunities, regardless of deal size. The team promoted itself as the “Easy Button,” fostering quick and easy sales engagement with highly credible resources.

Results

MarketSource achieved record results for our client, including more than two times revenue in the program’s first year, a 61% win rate, increased average sale size to more than \$39k, and a 21:1 revenue-to-expense ratio.