

# Communications Supplier Generates \$50 Million in Annual SMB Revenue

## Situation

The global supplier of communications hardware and software found it difficult to profitably and cost-effectively sell their solutions to the small- and mid-sized business (SMB) customer base of their partner, a global technology service provider. Sales and technical resources were heavily allocated to those clients whose revenue could generate the best possible ROI for the business, leaving SMB customers with minimal to no support, resulting in a revenue gap for the solution provider.

They engaged MarketSource to gain an industry- and tech-savvy sales force with an intimate knowledge of the SMB customer space. We were also tasked with resolving persistent issues with quickly hiring qualified sales talent and high turnover.

### CHALLENGES

No SMB-specialized sales force

High sales talent turnover

Lack of SMB market penetration + support

## Solution

MarketSource designed and executed an end-to-end sales channel solution for the client. We assembled a completely self-contained sales ecosystem comprised of:

- Field sales professionals, who were responsible for the growth of the client's complex business technology solution footprint in both the SMB and enterprise channels throughout the US.
- Business development experts, who worked within our client's offices to engage customers and interfaced with our clients on a daily basis.

### KEYS TO SUCCESS

SMB-configured sales ecosystem

SMB market penetration expertise

Sales tech stack



**+\$50M**

in annual revenue



**35%**

year-over-year  
sales boost



**+25%**

close rate



**150%**

increase in  
average sale size



**+340%**

in realized ROI

- Inside sales professionals, who provided support to the service provider's diverse national sales teams when they called into the sales center to convert opportunities with their customers to sales.
- Sales engineers, who designed the optimal technical solution for the customer.

The sales teams engaged with the client's customers directly, presenting complex products and solutions, explaining quotes, demonstrating equipment, and educating customers on proposed solutions. They were also responsible for cost-justifying systems, while producing additional revenue through add-on sales and maintenance contracts. This structure benefited customers by offering them an easily reachable, single point of contact who could provide seamless service and coordinate the entire product solution from beginning to end.

## Results

After partnering with MarketSource, our client experienced significant sales growth in both their SMB and enterprise businesses. We helped them generate more than \$50 million in annual revenue, boost year-over-year sales by 35%, achieve a close rate of more than 25%, increase their average sale size by 150%, and realize an ROI of over 340%.



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MarketSource, an Allegis Group company, is a sales acceleration company focused on delivering better outcomes for many of the world's most iconic brands. We design and operationalize managed sales and customer experience solutions in B2B and retail environments. Our solutions are purpose-built and tech-enabled to deliver measurable improvements in business outcomes.