

Global Technology Manufacturer Increases Sales and Grows Market Share

CHALLENGES

80% of \$1.5B market untapped

Lack of skilled, trained sales force

Margin-critical, high-velocity business

Situation

Our client, a global technology manufacturer, needed additional partner support to reinforce its channel supply sales efforts and drive OEM supplies growth. They felt their channel solution only exploited 20 percent of an estimated \$1.5B market potential. To reach their growth goals for the mid-tier B2B reseller account segment, the client needed a highly skilled, highly trained sales force. An existing client, the company expanded our engagement, relying on MarketSource to deliver a right-fit sales force that could help them capture this significant untapped market potential.

Solution

MarketSource developed a tiered channel partner program to target the right channel partners, penetrate deeper into the customer database, and create a migration plan to escalate support status of channel partners. The MarketSource team provided product training, developed and implemented marketing promotions, executed incentive programs, and assisted in closing end-user deals to increase profitability. We were also tasked with increasing customer sell-through, mindshare, and market share through relationship-building, training, and support.

To reach these goals, MarketSource deployed a team of outside and inside sales professionals, sales support representatives, business analysts, and a dedicated management team in three regional territories—all aligned with the client's own field team.

KEYS TO SUCCESS

Managed inside and outside sales team

Tiered channel partner program

Product training and marketing



\$320M

annual quota
consistently met
or exceeded



5Y

average tenure
of sales professionals



13:1

average ROI
on marketing
programs

Results

MarketSource equipped our client to meet and/or exceed their growth goals for its mid-tier reseller accounts. We consistently met or exceeded a \$320 million annual quota, delivered a 13:1 average ROI on marketing programs, and lengthened the average tenure of sales professionals to five years.



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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.