

IT SOLUTIONS ORG REVENUE GROWTH

140% YoY INCREASED SALES



PROBLEM

An IT solutions provider, sales of software, hardware and services was enjoying regional success (Pacific Northwest) but challenged to expand their sales on a national basis. The organization had no path forward to a 150% sales growth goal.



OBJECTIVE

Create both a business development plan and sales plan that would support 150% sales growth for North America.



ROOT CAUSE

The organization did not have the resources to create a national presence by themselves.



SOLUTION

Increased sales through a combination of new partnerships, VAR's and the expansion of new domestic salespeople and development of new relationships in APAC and EMEA regions. Provided input on creation of business development and sales plans for the primary company.

RESULT

Achieved yearly sales growth of 140% in the first year with national industry recognition.

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