

GROWING INTO SMB SEGMENT WITH INDIRECT CHANNELS

Technology and services US subsidiary
in Brazil with
\$400M annual revenue

CLIENT'S SITUATION



- ☑ The client had good penetration into large enterprises but needed to find new sources for revenue and profit growth
- ☑ Hired Sales Outcomes to size the opportunity and addressable market in Brazil's Small and Mid-size business segment
- ☑ In addition, the client wanted us to assess the current capacity and capabilities of their existing indirect channels to tackle new identified opportunities

THE SOLUTION



Sales Outcomes merged multiple databases into a single source that could provide the required intelligence to define where and how to focus. It included:

- ☑ Comprehensive analysis of over 16,000 SMB targets, including addressable market potential and geographic location.
- ☑ Created clusters to find the best coverage and lower cost to serve, and cross-checked with the current channel capacity to identify where to recruit additional channels
- ☑ Created an interactive map of geo clusters indicating share of wallet in aggregate and potential to grow in each key region, including grouping targets by industry segment
- ☑ Identified where new channel partners are needed and the expected profile to succeed
- ☑ Created an initial Go-to-Market plan for execution

OUTCOMES



- ☑ 6,000 new clients identified to attack
- ☑ 6 geographic clusters represented 65% of potential
- ☑ The share of Wallet in these clusters was only 12%
- ☑ Identified \$540M of new potential TAM
- ☑ Current channels could cover 60% of potential
- ☑ Go-to-Market Plan ready for execution