

# SALES STRATEGY & PLAN

for SMB segment growth

**North American logistics and transportation company with  
\$6 billion annual revenue**

## CLIENT'S SITUATION



- ☑ Inconsistent processes, governance and execution for many years meant there was limited SMB segment growth with integrated solutions
- ☑ Inadequate support internally for the SMB segment
- ☑ Overall lack of recognition of the potential of cross-sell or up-sell with integrated solutions resulted in opportunity disqualification

## THE SOLUTION



Sales Outcomes provided the assessment, business case and deployment plan focused on growing the client's Small and Medium-sized (SMB) segment.

Key services we performed included:

- ☑ Deployment of cross-business unit collaboration and strategic focus to sell integrated solutions to a targeted portion of the SMB segment
- ☑ Scope included 400 SMB salespeople and 30 integrated solutions salespeople
- ☑ Raised understanding and recognition that SMB segment required by channel partner as well as a renewed commitment to serve and nurture

## OUTCOMES



- ☑ 300% increase in sales pipeline for SMB segment opportunities after 6 months
- ☑ Creation of new role – integrated solutions sales specialist – to focus on SMB segment growth
- ☑ Centralized resources put in place to manage, qualify and assign resources to inbound opportunities