



Denave's SMB penetration strategy has helped a leading technology firm to increase their customer base, thereby increasing the incremental revenue



CLIENT

World's largest technology company



BUSINESS OBJECTIVE

Client was also looking for an increased revenue along with incremental sales and enriching customer experience. They therefore entrusted us with the opportunity of taking care of their sales engine with the objective of increasing their market potential within the APAC region.



THE CHALLENGE

- ▶ There are several other competitors in the market for the related products
- ▶ There was less/ no partner engagement to drive effective market penetration
- ▶ Lack of requisite skillset and upskilling of resources



THE DENAVE EDGE

- ▶ SMB understanding and product knowledge
- ▶ Database identification and allocation
- ▶ Knowledge assimilation, transfer & adoption
- ▶ Real-time reporting and process adherence
- ▶ Process gap identification



PROGRAM REACH

📍 APAC (Malaysia, Thailand, Indonesia, Vietnam, Sri Lanka, Bangladesh, Philippines)



THE RESULT

- ▶ Increasing the customer base by increasing network across different geos
- ▶ Increase in the overall customer base by closing on higher number of opportunities via consultative selling
- ▶ Optimization of manpower by increasing the average revenue per Inside Sales
- ▶ Representative across different regions
- ▶ Client achieved 26% Y-o-Y revenue growth across the geos