

Denave

Sales.Enabled

■ CASE STUDY

12X ROI ACHIEVED THROUGH TELE & FEET-ON-STREET ENGINE



CLIENT

One of the leading IT Companies



CLIENT



OBJECTIVES

- Expand geographical reach by penetrating in Tier2 and Tier 3 cities
- Increase revenue through net new end customer acquisition
- Increase end customer acquisition through lead generation and drive sales
- Set up end-to-end sales engine comprising of feet-on-street and tele engine
- Ensure reporting and program management support
- Drive end customers events through distributors



CHALLENGES

- There was low or no visibility of customers products and services in tier 2 and tier 3 markets.
- Restricted database for the focused verticals (Mfg , M&E, AEC & PSEB)
- High piracy rate of client's products

CHALLENGES



PROGRAM EXECUTION METHODOLOGY & SOLUTION

Implemented a proven blended sales methodology, which includes both tele & feet-on-street engine, to identify, influence and convert potential leads to opportunity and close the loop with partners for fulfilment.



1st PILLAR

Database Acquisition and Lead Generation

Database (DB) Identification

- DB sourcing basis focused verticals
- Basic database profiling
- Organization qualification
- Database bifurcation & assignment

Database Profiling & Lead Generation

- Database Profiling basis parameters
- Value Prop Pitch
- Interest Generation
- Lead & Pipeline Generation

2nd PILLAR

Lead Allocation and Closure Tracking

Lead Closure for Tele engine

- Low value deals – Direct connect with the customer
- Assigning the right partner
- Sharing quotation to customer
- Having deal negotiations and ensuring closure

Lead Closure for feet-on-street engine

- High value deals- aligned to feet-on-street team
- Lead Qualification by feet-on-street engine
- Demo, presales and deal sizing
- Align partners for fulfilment
- Follow up for closures



PROGRAM REACH

12 HUBS & 35+ CITIES ACROSS PAN INDIA

IMPACT

- Over 12X+ ROI achieved
- Q-o-Q \$1.6 Mn Pipe generated
- Q-o-Q \$400K revenue Achieved
- 10,000 plus accounts touched in one year
- Approximately over 1500 net new customers acquired in just one year
- 4500 plus lead generated in a span of just one year

