



DEEP UNDERSTANDING: THE KEY TO EFFECTIVE SALES

Effective sales requires a thorough understanding of the company's brand alignment and value proposition

Objectives

MTC Performance approached OppGen with a desire to supplement their sales efforts in order to build a better new business pipeline. At that time, almost all of their business came through existing channel partners and customer referrals. Despite having an experienced sales leader adept at closing sales, growing accounts, and managing channel partners, MTC lacked the time to prospect and nurture large accounts through a complex sales cycle. Previous attempts to hire an additional salesperson and use lead generation services had not yielded results.

Solution

The first step was for the OppGen team to conduct a deep dive into the client's industry, market, buyer personas, product offering, and value proposition. Next, we built a messaging platform based on our new understanding of the client's business and assembled a content platform to support our sales efforts. In a few short weeks, OppGen was well-equipped to represent MTC in the market, launch a campaign, and build our client's new business pipeline.

Results

In the first year of the engagement, OppGen built a multi-million dollar pipeline filled with qualified opportunities at multiple stages in the sales cycle, including some of the largest retailers in the US. This valuable pipeline became a key factor in enabling the owner to secure a premium price when he decided to retire and sell his company.



George Kriza
President and CEO, MTC Performance

"OppGen invested the time to understand our products, value proposition, and the nuances of our target market. This enabled them to take a strategic approach to sales rather than the normal fare of mass cold calls and emails. OppGen is a great fit for anyone selling a product with significant value-added."