



KEY ACCOUNT SELLING IS A TEAM EFFORT

Using a team approach to build a strong pipeline of enterprise prospects to drive new customer acquisitions

Objectives

The client sought our assistance in penetrating the large enterprise market with their channel incentive software. 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, they 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 the desired results. OppGen proposed a team approach to building a strong pipeline of enterprise prospects, converting them into opportunities, and working closely with their VP of Sales to drive new customer acquisition and revenue.

Solution

The first step was for the OppGen team to conduct a deep dive into the client's industry, market, buyer personas, and product offering. Our goal was to qualify and nurture prospects into sales opportunities before involving the client's VP of Sales. OppGen provided a team of sales and support professionals experienced in large enterprise prospecting and long, complex sales cycles. We extracted a highly targeted contact list from our multiple contact databases. Acting as the client's department, we assisted and drove sales with the VP of Sales, allowing them to focus on existing accounts and channel partners while the OppGen team drove new business.

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.



Cary Goldman
VP of Sales, MTC Performance

"I know about key account selling approaches, but this is the first time that I saw it executed well. It takes a solid strategist, research writer, and business developer to make it work. OppGen delivers just that and we love the results."