



OUTBOUND SALES ENHANCEMENT

Take control of your sales pipeline and expand your market penetration by adding outbound capabilities to your sales process.

Objectives

The client, a service business serving U.S. local, county, and state governments, relied on experienced territory salespeople to visit customers over a broad area. This time-consuming approach limited their prospecting time, causing new business to come mainly from existing customers, referrals, and tradeshows.

Solution

OppGen developed a strategy that fostered collaboration between the outbound Sales Development Representative (SDR) and the client's sales personnel. The SDR, familiar with existing accounts, focused on contacting new prospects near existing customers, using local testimonials to efficiently expand the account base within the territory.

Upon qualifying a new prospect interested in further discussions, the SDR facilitated a detailed handoff to the client's salesperson.



Kevin Stewart

VP Sales, Axim Geospatial

"OppGen has proven to be a true partner as we grow our business. There is no doubt that we would not be where we are today without the excellent sales outreach that OppGen has provided to us."

Results

In the first year of implementation, OppGen generated nearly \$500,000 in new account revenue for the client. By the end of the second year, this amount had increased by an additional \$1,000,000.

To date, the client has accrued over \$3,000,000 in new account revenue through OppGen's sales initiatives. OppGen has become a crucial component of the client's sales strategy, receiving high praise from both management and the sales staff.

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