



THE KEY TO BIG WINS: PATIENCE, FLEXIBILITY, PERSISTENCE, AND TIMING

Persistence, flexibility, and patience in a complex sales cycle allows you to be in the right place at the right time to win enterprise business

Objectives

The client approached us to help them realize a very ambitious goal - break through the seemingly endless barriers to winning business from the behemoths of the consumer packaged goods industry. They were looking for a partner who could provide a sales team seasoned enough to navigate the complex enterprise account sales cycle.

Solution

Leveraging the client's industry expertise, Oppgen devised a strategy to target multinational companies based in the US. Through extensive dialogue with the targeted enterprises, it became apparent that a more effective approach involved engaging with their non-US subsidiaries. Consequently, the focus shifted to subsidiaries in LATAM and APAC.

Following three months of dedicated effort, an opportunity emerged with Pepsico LATAM. Despite an ongoing project and a closed vendor selection process, our sales team pursued the opportunity relentlessly, eventually securing involvement in the review process. Despite multiple challenges, including diverse stakeholders and a rigorous vendor approval process, our client successfully became the approved vendor within three months.



Rick Pensa
CEO, CPGToolbox

"We struggled with finding and retaining Quality Salespeople. OppGen's team approach solved the problem. They source leads, manage them to close, and work as my right hand throughout a very complex Enterprise sales cycle.

We realized a significant positive ROI on our investment and expanded the relationship. I was skeptical at first but now they are our sales team. problem solved."

Results

All this effort resulted in a \$750,000 win for our client in the first six months of our engagement and foot in the door to the worldwide Pepsico enterprise.

The moral of the story? Persistence, flexibility, and patience in a complex sales cycle allows you to be in the right place at the right time to win enterprise business. As the saying goes, "Timing is everything".

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