



A Leading Business Apparel and Facility Services Company

CASE STUDY

“The client selected West Business Services because of our proven ability to become a direct extension of their sales force and integrate with their culture. The end result has been a solution that has not only exceeded the client’s expectations, but one that has brought in millions in new annualized rental revenue.”

Senior Vice President
West Business Services

OBJECTIVE: Increase the Number of Qualified Leads

One of North America’s market leaders in business apparel and facility services was looking for an innovative way to increase their market share and drive new business. One of the company’s primary sales challenges was successfully prospecting for new business coupled with too much field sales time spent with existing accounts. The leading apparel company recognized that their field representatives were not strong prospectors and they needed to quickly improve their new business sales approach.

The apparel and facility services company began to search for a business-to-business sales solution that would increase the number of qualified leads. They wanted to find a partner with consultative sales professionals who would work together with their field sales force to understand the profile of their target customers and create new business opportunities. After evaluating numerous options, the company chose West Business Services to provide an inside sales solution that would improve their sales pipeline. West Business Services’ was selected as a strategic partner due to its strong track record in selling into the SMB market and consistently generating a return on investment for their partners.

THE WEST BUSINESS SERVICES SOLUTION:

A Customized End-to-End Lead Development and Management Program

Initially, the West Business Services’ team set out to thoroughly understand the client’s specific needs and objectives, which they then integrated into their go-to-market sales strategy. The West Business Services’ sales associates then immediately began developing a comprehensive lead development and management plan. This plan would help the West Business Services’ team proactively sell to the target market by pre-qualifying and prioritizing leads, resulting in scheduled appointments for the companies field sales force.

West Business Services made several thousand sales calls per week. The goal of each sales call was to identify the right decision maker from each prospect, and ultimately have them agree to a face to face meeting. The key elements of the lead development and management solution were to effectively sell the value proposition to targeted prospects.



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West Business Services also incorporated a customer relationship management system that housed all of the critical market and competitive intelligence the company required. With the CRM system, the company was able to maintain a history of all sales activity interactions with prospects, as well as the ability to create, execute and track all sales and marketing events. In addition, every lead was properly assigned to the right member of the company's sales team to ensure maximum lead flow success, ultimately leading to the acquisition of a new customer.

THE RESULTS: Millions in New Annualized Revenue

Through the end-to-end lead development and management solution, the West Business Services' team produced a significantly higher number of qualified leads. West Business Services has generated several hundred qualified leads per week.

Additionally, West Business Services assisted in acquiring numerous new accounts which surpassed the clients original goal by over 267%. With an average contract length of three years, the new revenue secured for the business apparel and facility services company exceeded several million dollars.

West Business Services attributes much of its success to the sales associates' ability to thoroughly develop a consultative sales approach along with being seamlessly integrated into the client's culture. The entire sales team was consistently evaluated to identify patterns and common sales challenges in which new best practices and training modules were built around.

WEST BUSINESS SERVICES:

A Premier Provider of Business-to-Business Sales and Account Management Solutions

West Business Services is a leading provider of business-to-business sales and account management solutions. Our customized solutions help some of the world's premier companies drive incremental sales, increase market share and strengthen relationships with their customers. We combine our extensive sales experience and superior business methods with advanced technology to delivery an integrated suite of customized solutions that includes lead management, sole territory coverage, team selling and account management. We support every client with a dedicated team of inside sales professionals who exclusively represent our client's business. West Business Services is a subsidiary of West Corporation, a leading provider of outsourced communication solutions.



For more information about West Business Services, call:

888-873-6000

or visit us at westbusinessservices.com