



A Leading Health and Hygiene Company | CASE STUDY

“With the combination of a dedicated, fully trained sales team and a customized account management solution, we were able to exceed the client’s sales goals while ensuring their brand integrity. As our relationship with the client progresses, we continue to leverage our ability to drive new and profitable revenue for them through our proven sales strategies.”

*-Senior Vice President of Sales
West Business Services*

OBJECTIVE :

Recover Lost Sales and Capitalize on the Growing Consumer Goods Market

For over a century, a leading Fortune 500 global health and hygiene company has been manufacturing paper and personal care products. Nearly 30 years ago, the company pioneered the concept of utilizing inside sales in the consumer packaged goods industry by establishing an in-house operation. The goal was to improve coverage of small accounts, while maintaining an acceptable cost of sales. After two decades, results from the in-house team were declining. As the demands of their “key accounts” increased, their consumer goods’ field sales representatives often had less time to spend with small-to-medium sized retailers and wholesalers, which currently make up a large part of the consumer packaged goods industry.

As a home to some of the world’s most trusted and recognized brands, the company knew they would have to find a sales solution that would overcome these challenges. The company began searching for a business-to-business provider and chose West Business Services to develop a customized sales solution to uncover new sales opportunities nationally and enhance their overall product presence in the consumer packaged goods market. They chose West Business Services because of their in-depth knowledge of the consumer packaged goods market, as well as their proven ability to find revenue in a market where opportunities are often overlooked.

THE WEST BUSINESS SERVICES SOLUTION :

Customized Account Management Solution

West Business Services immediately began developing an account management program that would compliment the company’s current sales representatives. At the onset of the program, the client assigned several small-to-medium sized grocery, drug and discount retailers and wholesalers to the West Business Services’ team. Every member of the West Business Services’ team then underwent extensive training on the company’s products in order to have a thorough understanding of their business. With this knowledge, West Business Services was able to better understand the company’s product line, which allowed them to immediately begin contacting all of their assigned accounts.



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West Business Services' sales associates were responsible for analyzing customer purchase history, securing new distribution, presenting promotional programs and managing each account's promotional funding. Many of the customers received an agenda and a presentation via email before their West Business Services' representative called. For wholesalers, the team also provided regular calls to their retailers to sell new products and consumer promotions, helping move additional products through their warehouses.

The key element of the West Business Services' account management solution was the professional sales coverage that they provided. With total discretion on promotional spending, the West Business Services' sales team developed solid, channel specific procedures that would ensure there were incremental sales for the money that would be spent on getting new products on the shelf.

THE RESULTS : Over 22% Increase in Sales

After launching the West Business Services' account management solution, the client experienced great success. Since West Business Services started managing nearly 770 of the company's accounts, sales quotas have consistently been surpassed, with an average increase of 15% over four years.

Before the program was established, the company's in-house team was experiencing double-digit sales declines for the prior three years. Within the last year, West Business Services has grown sales by 22% and their promotional spending is 30-50% less than that of the company's own field representatives. Each year, the client reviews their lower volume field accounts and transfers additional accounts to West Business Services to manage.

In addition to the significant sales increases realized by West Business Services, the company was able to also shed the fixed costs of their in-house operation, a cost that was growing annually as salary, health benefits and other operational costs increased. Twice per year, West Business Services' team meets with the various brand groups for the company to learn about new products and programs, and to provide feedback to marketing about what is working and where more marketing support is needed.

WEST BUSINESS SERVICES :

A Premier Provider of Business-to-Business Sales Solutions

West Business Services is the nation's premier provider of outsourced business-to-business sales solutions that help companies derive greater value from their business relationships. Our unique approach combines extensive experience and superior operational methods with advanced technology to help companies dramatically increase sales, improve customer relationships and enhance product presence. As an affiliate of West Corporation, West Business Services is a financially strong partner that is focused on delivering results-driven solutions that help businesses grow.



For more information about West Business Services, call:

888-873-6000

or visit us at westbusinessservices.com