

GROWING INTO SMB SEGMENT WITH INDIRECT CHANNELS

Technology and services US subsidiary
in Brazil with
\$400M annual revenue

CLIENT'S SITUATION



- ✔ Client had good penetration into large enterprises but needed to find new sources for revenue and profit growth
- ✔ Hired Sales Outcomes to size the opportunity and addressable market in Brazil's Small and Mid-size business segment
- ✔ In addition, client wanted us to assess current capacity and capabilities of their existing indirect channels to tackle new identified opportunities

THE SOLUTION



Sales Outcomes merged multiple databases into a single source that could provide required intelligence to define where and how to focus. It included:

- ✔ Comprehensive analysis of over 16,000 SMB targets, including addressable market potential and geographic location.
- ✔ Created clusters to find best coverage and lower cost to serve, and cross-checked with current channel capacity to identify where to recruit additional channels
- ✔ Created an interactive map of geo clusters indicating share of wallet in aggregate and potential to grow in each key region, including grouping targets by industry segment
- ✔ Identified where new channel partners are needed and the expected profile to succeed
- ✔ Created an initial Go-to-Market plan for execution

OUTCOMES



- ✔ 6,000 new clients identified to attack
- ✔ 6 geographic clusters represented 65% of potential
- ✔ Share of Wallet in these clusters were only 12%
- ✔ Identified \$540M of new potential TAM
- ✔ Current channels could cover 60% of potential
- ✔ Go-to-Market Plan ready for execution