INSIDE SALES TEAM STAND-UP
to serve unattended customer segments

Global Logistics & Freight Forwarding
$10B annual revenue

CLIENT'S SITUATION

- The branch operations network managed a large segment of customers which was experiencing high attrition rates. Significant portion of customer segment was buying a single transportation offering.
- Value-added services such as customs brokerage, last mile delivery, deconsolidation had low attach rates to ocean and air services
- Inside sales team was decentralized at branch locations and was managing too many accounts which prevented them
- from focusing on the accounts with the highest growth potential
  Low-level administrative and operational tasks had crept into inside sales responsibilities that limited selling time and caused friction with other functions when the tasks were don't well.

THE SOLUTION

Sales Outcomes developed the business case and established a new inside sales organization. Key services we performed included:

- Assessed the profit profit potential within customer segments
- Prioritized segments with year-over-year revenue attrition, and those with high growth rates
- Developed new org structure options and related job descriptions and incentive compensation plans
- Established business case to launch and scale the organization over a two-year period
- Created sales playbooks, call scripts, training materials and process workflows to ensure optimal productivity for the new inside sales team
- Developed metrics, reports and dashboards to manage sales motions (behaviors) and performance
- Assisted in deploying sales engagement platform to improve workflow and accelerate revenue growth

OUTCOMES

- Stand-up of new, centralized inside sales organization with a two-year blueprint for growth
- Developed segment target lists that prioritized profit opportunity and revenue growth
- Standardized processes, tools and technology to manage and scale new inside sales organization
- Year-over-year profit growth of 17% from target segments
- Attach rate of value-added services increased by 74% year-over-year
- Inside sales representative productivity was able to be measured with ongoing optimization to increase profit growth.

Sales Outcomes