

CASE STUDY

INSIDE SALES ROLLOUT FOR EMEA ARM OF NASDAQ COMPANY

PROBLEM

The client had recently released a new product portfolio for an untapped market segment. Relying solely on field sales reps, market penetration was underperforming against initial forecasts, and product utilisation was poor among newly acquired distributors. A cost-effective and scalable go-to market strategy was needed to maintain first-mover advantage and avoid losing pilot funding.

SOLUTION

As is not uncommon with companies over ten years old and/or exceeding €1 billion in revenue, the client relied almost exclusively on a large consumer marketing budget and a single field-based sales role model. Boonfroggle recommended separating the two primary goals. To achieve rapid and scalable market penetration, a remote sales team located in Amsterdam would be solely responsible for new distributor acquisition. To ensure high product utilisation rates, a blended on-boarding model was developed that included touch-points from both the inside sales team and the existing field-based sales team. After a promising pilot in 2 core EMEA markets (UK and Germany), Boonfroggle expanded the program to 3 additional EMEA markets and 14 Inside Sales Resources.

RESULTS

During the first 18 months of production, EMEA acquired just over 2800 new distributors (see graph). The blended on-boarding model resulted in a 59% utilisation rate vs. the historical global rate of 30%. Near the end of the contract, Boonfroggle was invited to Singapore to share best practices and advise on the formation of an Inside Sales Team for APAC.

