



# GEO-EXPANSION

**Denave's dedicated sales force helped a global software corporation to expand their geographical outreach within a stipulated time period**



## CLIENT

Largest American multinational software corporation



## BUSINESS OBJECTIVE

Client had a well-established presence across the Tier 1 cities only. Therefore, the prime objective was to enhance client's business penetration in defined T2/T3/T4 territories with a dedicated field force on ground. The field resource was responsible for growing client business, thereby, acquiring new customers & providing support to existing customer base through market development activity is what Denave was aiming for.



## THE CHALLENGE

- ▶ Client predominantly had presence across T1 cities of India & very less presence in T2/T3/T4 cities
- ▶ Lack of market penetration initiatives and execution by the business development team



## THE DENAVE EDGE

Denave, with its strong program management skills helped to increase market penetration in different territories in order to add multifold new logos under client's customer portfolio. Denave achieved this through:

- ▶ A dedicated field force in 13 hubs that covered 125 spoke cities within a span of just 2 years. This has been supported by air cover through Tele Sales Engine along with vertical specific data base
- ▶ Driving multiple market development activities by targeting industry specific elements - like Architects, Interiors, Civil/Infra Consultants, SMBs, Govt., Commercial training Institutes
- ▶ Dedicated Tele Engine and dedicated Field Force Engine



## PROGRAM REACH

📍 PAN India



## THE RESULT

- ▶ Within a time span of 2 years, client was able to expand their geographical outreach in T2/T3/T4 cities
- ▶ 86% Y-o-Y growth in revenue in FY17 and 161% Y-o-Y growth in revenue in FY17